1980 MARKET DATA BOOK ISSUE

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55th year — No. 4807

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But industry is planning and investing for healthy future

Worldwide auto output dips in 1979

By Jan P. Norbye
Staff Correspondent

Worldwide motor vehicle production received a slight setback during 1979, with a total of 30.5 million cars and 9.6 million trucks and buses. This result falls somewhat short of the 1978 figures, with 31 million cars and 10.1 million trucks and buses.

The main causes of the break in the growth curve are the American auto industry's slowness in downsizing and the dollar's continued runaway inflation, for it was in the U. S. that the biggest losses were felt.

The flexing in Western Europe's output is due to a combination of conditions, such as repeated increases in gasoline prices, which slowed auto sales. Net exports of built-up cars from Western Europe are in a decline, as more and more overseas markets begin to industrialize. At the same time the competition from Japan's exporters is making its mark everywhere.

Investment spending on a vast scale is being undertaken. Industry-wide investment in West Germany alone for the 1980-85 period are evaluated at 30 billion D-marks ($17.15 billion).

Among immediate projects are Volkswagen's plan to reactivate the Salzgitter assembly plant and install a second diesel-engine line. Ford is building a new plastics factory in Berlin, and Daimler-Benz is buying up land adjacent to its plant sites in the Stuttgart area. Opel is decentralizing its operations, not only inside West Germany, but spreading into Austria and Spain. Ford is adding 9,000 square feet to its Saarlouis assembly plant, where the new Escort will be built, starting in September.

Decentralization is also the keynote in Renault's planning. The Douai assembly plant in the north is taking over a higher proportion from the old Billancourt factory on Paris' doorstep, while other functions are being transferred to other plants in the provinces.

Peugeot's home plant at Sochaux near the Swiss border is now France's biggest car-manufacturing complex, with a work force of 40,000 people and a daily output of 1,800 cars a day plus 300 CKD kits. The PSA group has a number of new plants under construction all over north and northeastern France.

An engine plant going up at Ennery will need 3,000 workers, and a new transmission plant at Prouvy-Rouvignies will need 2,500. Talbot production is being integrated with that of Peugeot and Citroen, and Sevel van production, in collaboration with Fiat is due to begin in Val di Sangro, Italy, in 1981.

Ford of Britain plans to invest $440 million between now and 1984 in a bigger foundry at Dagenham, more assembly capacity at Halewood, and a bigger transmission plant at Swansea. The $315 million

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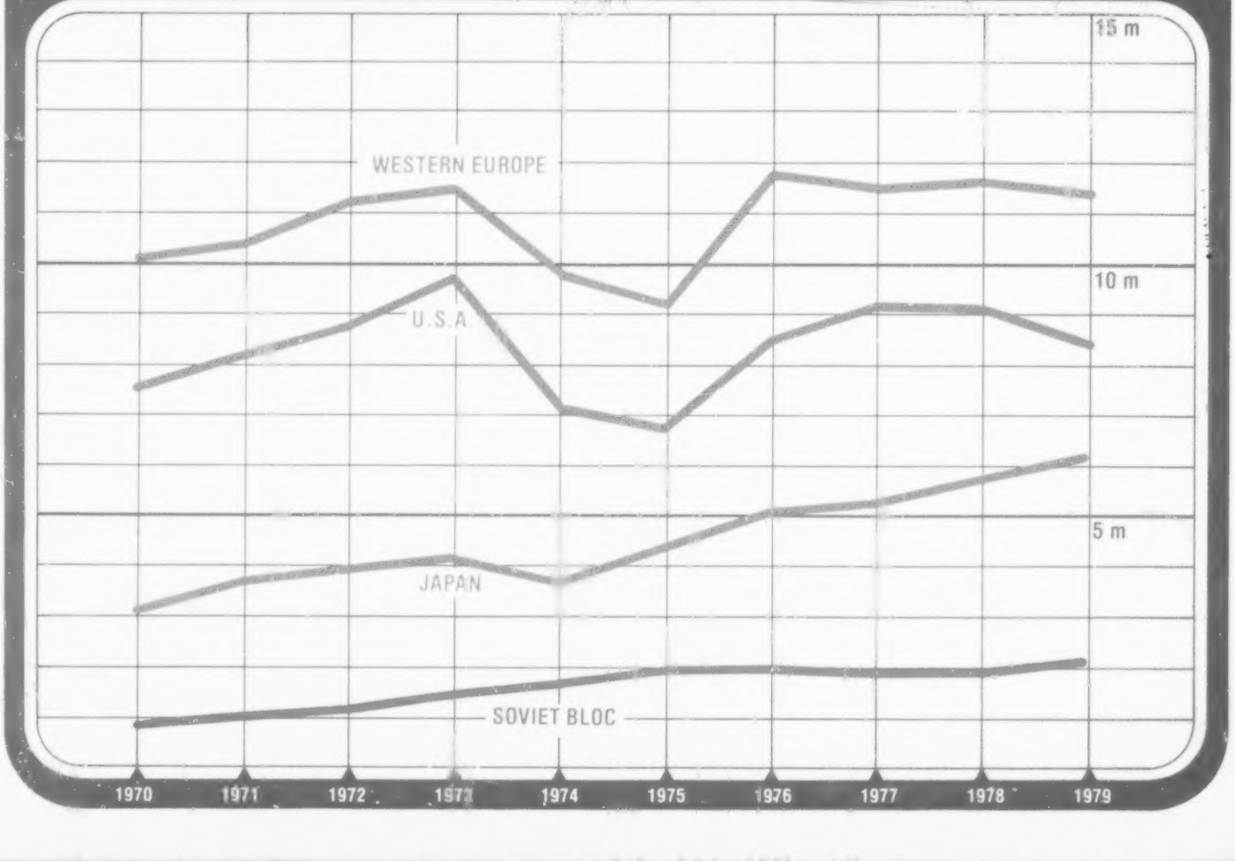
THE WORLD'S LEADING 50 MOTOR VEHICLE PRODUCERS

Rank	Company	Nationality	Cars 1979	Trucks and buses 1979	Total 1979	Total 1978
1.	General Motors	U.S.A.	5,134,560	1,327,994	6,462,554	6,864,734
2.	Ford	U.S.A.	2,006,837	1,068,294	3,075,131	3,790,128
3.	Toyota	Japan	2,111,302	884,923	2,996,225	2,929,157
4.	Nissan	Japan	1,738,946	641,308	2,380,254	2,422,398
5.	PSA Peugeot-Citroen	France	1,816,357	186,021	2,002,378	2,051,519
6.	Volkswagen-Audi	West Germany & Belgium	1,627,861	92,450	1,719,311	1,734,048
7.	Renault	France	1,405,330	186,865	1,592,195	1,421,035
8.	Fiat Group	Italy	1,271,919	161,000	1,432,919	1,463,275
9.	Chrysler	U.S.A.	906,675	325,016	1,231,691	1,615,410
10.	Mazda	Japan	647,001	324,420	971,421	850,155
11.	Opel	West Germany	968,466	——	968,466	959,202
12.	Mitsubishi	Japan	528,555	409,962	938,517	972,818
13.	Ford	West Germany & Belgium	861,089	——	861,089	544,160
14.	General Motors	Canada	558,548	288,880	847,428	854,553
15.	Honda	Japan	706,375	95,494	801,869	742,682
16.	Lada	U.S.S.R.	715,000	——	715,000	708,000
17.	BL	United Kingdom	503,776	124,644	628,420	743,080
18.	Daimler-Benz	West Germany	433,203	171,656	604,859	560,733
19.	Ford	United Kingdom	398,684	167,232	565,916	430,872
20.	Volkswagen	Brazil	518,000	13,300	531,300	518,616
21.	Ford	Canada	286,400	215,795	502,195	623,581
22.	Isuzu	Japan	86,327	338,391	424,718	408,186
23.	Daihatsu	Japan	133,556	232,789	366,345	327,750
24.	Volvo	Sweden & Benelux	320,000	32,000	352,000	292,550
25.	Suzuki	Japan	69,708	275,137	344,845	247,729
26.	American Motors	U.S.A.	184,636	158,558	343,194	359,328
27.	Subaru	Japan	153,841	180,449	334,290	305,449
28.	BMW	West Germany	328,281	——	328,281	311,793
29.	GAZ (Volga)	U.S.S.R.	75,000	250,000	325,000	330,000
30.	Moskwich	U.S.S.R.	301,000	——	301,000	300,000
31.	Polski-Fiat	Poland	300,000	——	300,000	245,000
32.	Seat	Spain	298,859	——	298,859	292,400
33.	FASA-Renault	Spain	261,430	13,892	275,322	240,000
34.	Ford	Spain	232,432	——	232,432	247,408
35.	Skoda	Czechoslovakia	175,000	36,000	221,000	215,000
36.	Zastava	Yugoslavia	201,000	9,000	210,000	202,000
37.	Alfa Romeo	Italy	205,500	3,500	208,000	224,000
38.	General Motors	Brazil	152,000	52,000	204,000	195,725
39.	Chrysler	Canada	134,083	60,872	194,955	274,449
40.	GM-Holdens	Australia	166,000	17,500	183,500	182,000
41.	Volkswagen	U.S.A.	173,192	2,407	175,599	40,194
42.	Zaporozhets	U.S.S.R.	175,000	——	175,000	200,000
43.	Citroen	Spain	109,130	51,600	160,730	147,000
44.	Ford	Brazil	110,000	50,000	160,000	158,935
45.	Vauxhall	United Kingdom	58,760	87,672	146,432	202,430
46.	Fiat	Brazil	123,688	5,250	128,938	105,594
47.	Talbot/Dodge	United Kingdom	102,960	17,575	120,536	214,084
48.	International	U.S.A.	——	116,559	116,559	122,424
49.	Saab-Scania	Sweden	84,000	30,000	114,000	109,000
50.	Ford	Australia	90,000	15,000	105,000	106,675

World car production



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Bridgend engine plant in South Wales is near completion.

Ireland remains mainly as assembly site, producing such makes as Toyota, Polski - Fiat and Skoda. Ford and GM have parts plants in Ireland, and GM is building a new one at Belfast.

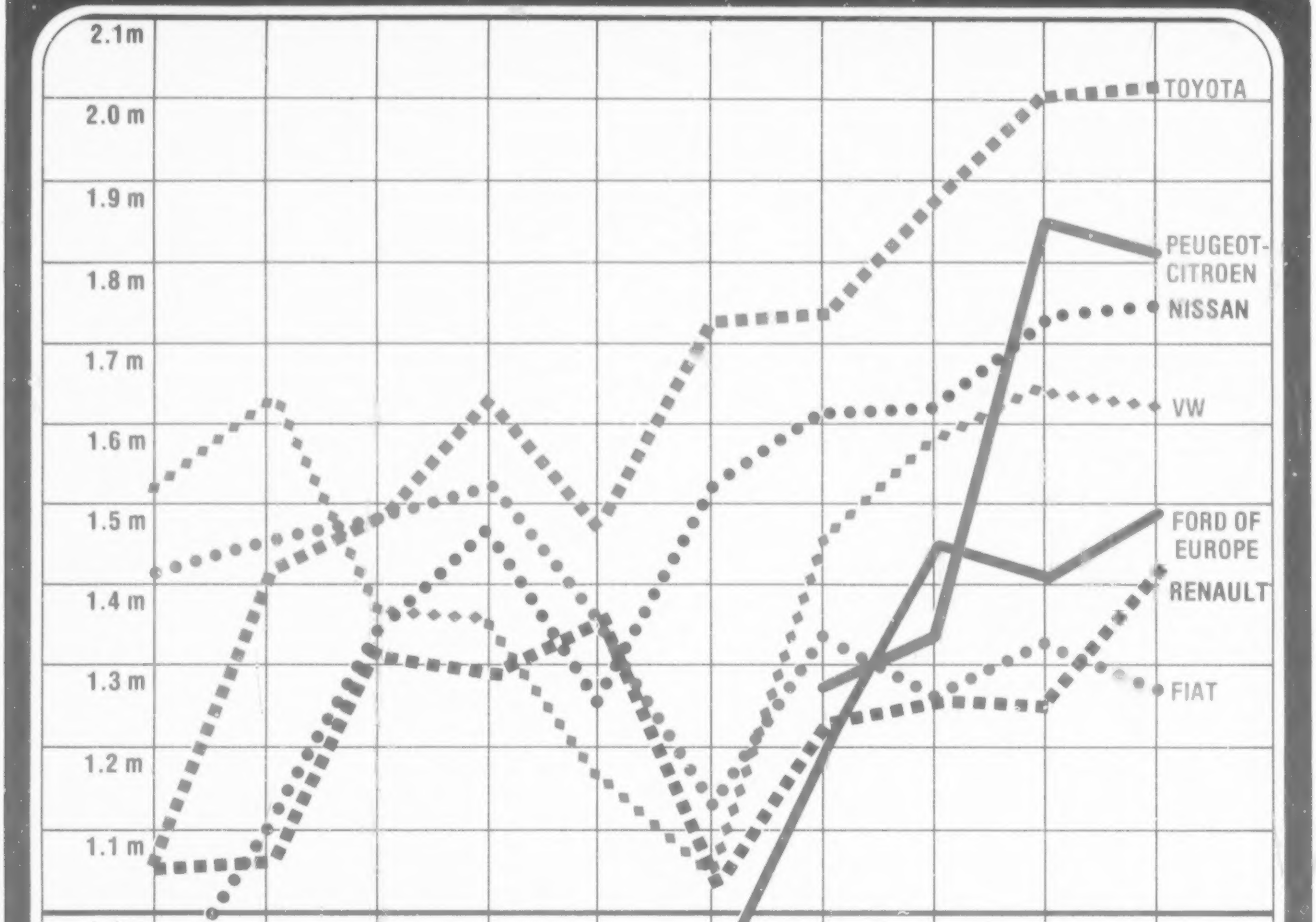
Spain is already a major factor, with a car production of over a million units a year, and a major restructuring is now under way. By 1981 Fiat will own 90 percent of Seat, which will then be integrated with Fiat Auto. Nissan Motor Co. has purchased a 35-percent stake in Motor Iberica (makers of Ebro vans and trucks) from Massey-Ferguson, and is expected to bring the Ebro product program in line with its Japanese models.

FASA-Renault has completed its expansion at Palencia (Castile) and now has capacity for 300,000 cars a year.

During 1979, Sweden's motor vehicle manufacturers entered liaisons with major continental groups, Volvo with Renault and Saab - Scania with Fiat (through Lancia). Renault has agreed to buy 10 percent of Volvo Car Corporation for $41

Continued on Page 7, Col. 1

Car production by major makers outside North America



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million and provide $38 million in loans to be converted into stock at a later date.

The PSA group is negotiating with East German authorities for the construction of two plants, one for diesel engines, and the second for truck assembly. This follows a contract for a universal - joint factory, needed for the next generation of Wartburg cars (which will be powered by Skoda). The goal is 200,000 cars a year.

Traditionally strong in technology, Czechoslovakia seeks to go its own way, and its current five-year plan for raising truck production to 70,000 units a year does not include foreign participation. Hungary and Yugoslavia on the other hand, are fully tied to Western partners. Hungary operates under license agreements with MAN, Steyr, Saab-Scania and Volvo for trucks and buses, and has no car production.

South America

Brazil is fast becoming a giant. Volkswagen buids 2,500 cars a day, and Fiat 1,000. GM makes 90,000 Chevettes a year, and has produced 600,000 Opalas in the last 11 years. Ford is adding 57,900 square feet at the Sao Bernardo plant and extending its Tatui proving grounds.

Volkswagen is converting some of the former Chrysler plants to build VW-MAN trucks, and Fiat is investing $200 million in its truck plant. It aims to reach an output of 1,000 diesel trucks a month by the end of 1980.

Under the Andean pact, an auto industry of great potential is being set up with bases in Venezuela, Peru, Ecuador, Colombia and Bolivia. GM is a prime contractor, and will produce V-6 engines in the ex-Chrysler plant at Valencia, Venezuela, transmissions in Ecuador, with assembly in Bogota, Colombia.

Daimler-Benz and Renault will build diesel trucks in Bolivia, where Fiat will provide the main tractor production. The deal with Renault also includes a version of the R-18 with a locally made all - aluminum engine.

Volkswagen is investing $100 million for a car factory in Ecuador, to turn out 30,000 Golfs a year by 1982.

Colombia is firmly tied to Renault, which will spend $125 million to expand capacity in the Duitama engine plant, the Medellin assembly plant, and set up a new transmission plant for 200,000 units a year. In addition, Renault makes 20,000 vans and trucks a year through the Sofasa joint venture in Colombia.

Mexico

The future looks great in Mexico. General Motors, Ford and Chrysler have scheduled a total of $600 million for investment there. That includes a GM plant at Saltillo, to build 1,600 four-cylinder engines a day by 1982. and a Chrysler plant at Monterrey, with capacity for 270,000 four-cylinder engines a year. It also includes Ford's 659,400-square-foot addition to the Curutitlan assembly plant. Other projects include a $130 million VW engine plant, and tooling-up by AMC/Renault to produce a new front-wheel-drive car in 1982.

Africa

South Africa is on Brazil's course of industrialization, and Volkswagen has slated $120 million for investment there in the period through 1984. Ford is expanding assembly capacity at Struandale, and will also set up an engine plant.

The rest of the continent is still at the assembly stage. Peugeot has scheduled 220 cars a day for Nigeria, and Steyr trucks are coming off the line at Bauchi at the rate of 200 a month.

Morocco has an output of 5,000 Berliet trucks a year with 30 percent local content. This will rise above 50 percent when Renault completes a foundry at Kenitra and a body plant at Berrechid.

Asia

The nationalization of Iran's auto industry in July, 1979, put a stop to all projects, and the PSA group's contracts for car production in Iraq have been suspended.

Saudi-Arabia relies on built - up cars for its need of 250,000 units a year, but had Mercedes-Benz truck assembly at Djeddah, now running at the rate of 6,500 units a year.

Australia

GM-Holden's racked up $A1 billion sales last year, and Ford is expected to follow in 1980. GM has a $750 million plan for using Holden's-built four-cylinder engines in future world cars, and wants the government to relax its 85-percent local-content rule in return for engine exports of $100 million a year.

The biggest truck project is Daimler-Benz's $3 billion plan for a whole industrial complex outside Melbourne, to be completed in 1984.

THE 50 MOST-PRODUCED CARS MADE OUTSIDE THE U.S.A.

		1979	1978
1.	Toyota Corolla	637,816	735,603
2.	Volkswagen Golf	616,081	612,598
3.	Datsun Sunny	506,242	500,007
4.	Renault R-5	488,855	460,547
5.	Ford Taunus/Cortina	457,900	389,522
6.	Ford Fiesta	449,200	456,840
7.	Mercedes-Benz W-123	400,440	370,199
8.	Renault R-4	375,207	368,869
9.	Renault 18	366,861	154,917
10.	Fiat/Seat 127	366,150	352,115
11.	Toyota Tercel/Corsa	357,018	97,000
12.	Fiat Ritmo	334,811	108,335
13.	Honda Accord	315,811	329,386
14.	Ford Escort	312,700	217,695
15.	Honda Civic	301,180	314,959
16.	Opel Ascona	284,691	286,401
17.	Mazda 323	272,000	257,459
18.	Opel Rekord	257,300	270,150
19.	Datsun Cherry	254,667	63,000
20.	Mitsubishi Mirage/Colt	247,000	56,000
21.	Peugeot 305	245,700	169,500
22.	Toyota Celica	245,468	293,917
23.	Toyota Corona	243,400	257,881
24.	Peugeot 504	238,300	298,150
25.	Audi 80	236,901	141,756
26.	Mazda 626	229,760	36,000
27.	Renault R-12	227,306	271,196
28.	Talbot Simca Horizon	222,296	207,544
29.	Citroen GS	222,072	256,826
30.	Volvo 240	210,000	171,000
31.	Renault R-14	197,607	144,357
32.	Datsun Bluebird	195,919	235,040
33.	Nissan Violet	193,617	207,404
34.	BMW 3-series	188,809	183,378
35.	Toyota Corona	183,602	206,561
36.	Talbot Simca 1307/08 1510	183,430	244,667
37.	Volkswagen Passat	182,208	128,915
38.	Toyota Cressida	177,988	213,293
39.	Audi 100/200	177,047	198,667
40.	Ford Granada	175,900	228,215
41.	Nissan Skyline	169,777	170,819
42.	Opel Kadett (rear axle drive)	167,986	296,354
43.	Mitsubishi Galant Sigma	166,000	206,277
44.	Fiat 131	159,626	204,963
45.	Citroen Visa	155,282	31,007
46.	Peugeot 104	143,500	184,800
47.	Toyota Crown	137,347	131,410
48.	Volkswagen Polo	132,947	112,456
49.	Toyota Starlet	128,663	128,651
50.	Fiat 126	126,687	167,585

WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	....	....	170,695	34,625	28,983	14,921	....	....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	....	....	242,107	96,062	43,736	11,320	....	....	9,287	441,284	4,795,567	132,968	23,258	16,621	5,853,550
1948	....	....	261,009	137,383	59,953	20,367	....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	....	....	290,664	198,372	86,054	28,700	....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,913,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,083
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922

Compiled by MVMA

Sales, registrations: A tough year

1979 started strong, but faded as oil scares loomed and prices soared

By Jenny L. King
Staff Writer

New-car sales for the U. S. auto makers started 1979 with a bang and quietly closed the year with a whimper and a 10.66 - percent decline.

Customers flocked to showrooms during the first three months, engaging in a buying spree that was contradictory to economists' and analysts' warnings of a major national recession.

Then another oil crisis raised its ugly head and by April domestic new-car sales were on a long slide that would continue through the end of the year and on into 1980. Imported new cars picked up the slack left by the domestics and had month after month of record sales.

The U. S. auto makers finished 1979 with sales of 8,315,622, down 10.66 percent from 9,307,998.

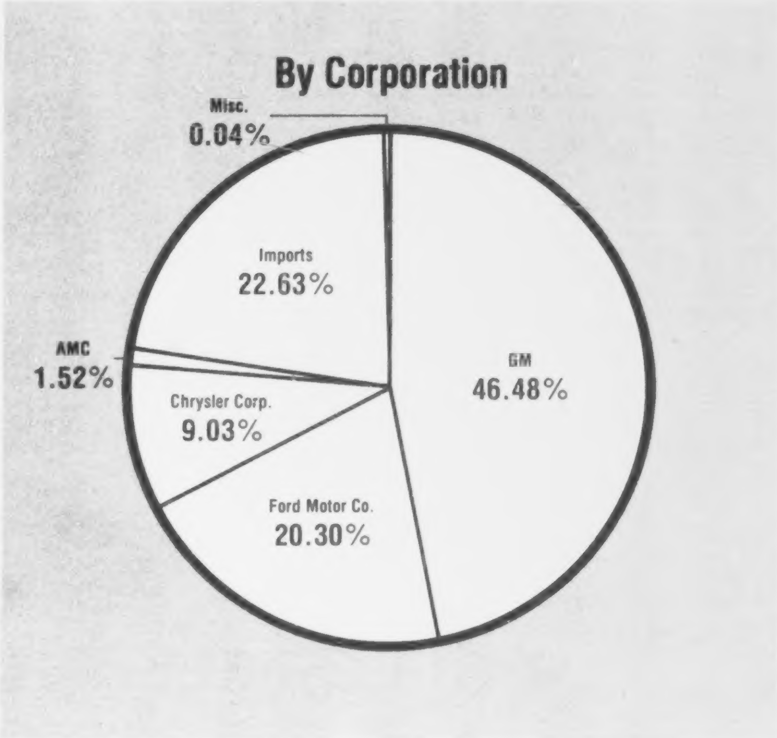
All of the major U. S. auto makers were down except the youngest of them, Volkswagen of America. General Motors sales dropped 8.79 percent, to 4,911,875 from a record 5,385,282. Ford Motor Co. reported sales of 2,132,644, down 17.43 percent from 2,582,702.

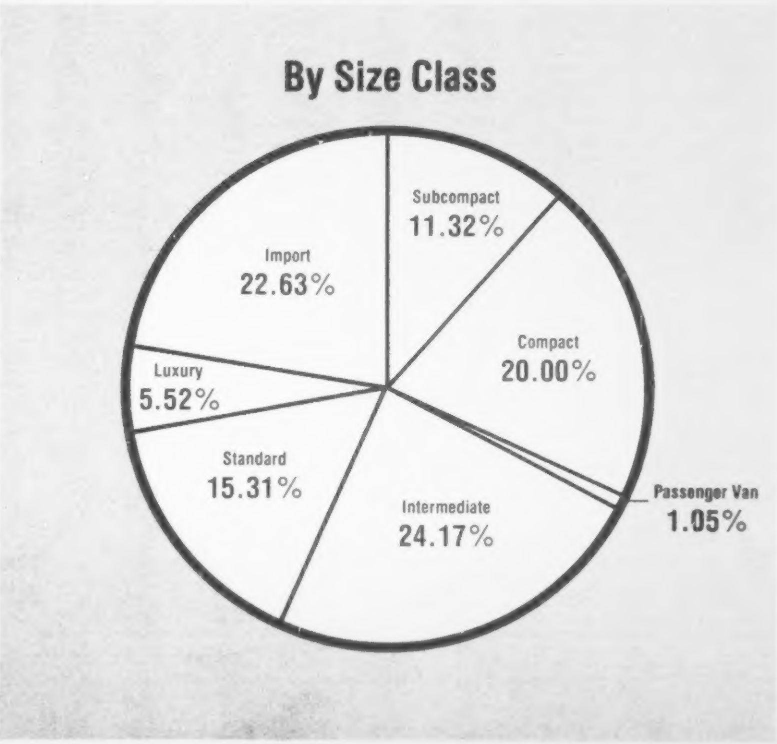
Chrysler Corp., in the throes of its worst financial crisis ever, suffered a 17.80-percent sales loss, to 942,207 from 1,146,258. American Motors sales were down 5.08 percent, to 162,057 from 170,739, while VWoA, builder of the increasingly popular Rabbit, enjoyed a sevenfold sales increase, to 166,839 from 23,017.

During the year, GM earned at least 60 percent of the domestic market 14 sales periods, finishing the year with 59.07 percent of the total. Ford sales accounted for 25.64

Continued on Page 12, Col. 1

1979 New-Car Registrations Market Shares





ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

	1979	1978
AMC Spirit/AMX	53,429	22,400
Concord	66,316	83,972
Concord Station Wagon	16,808	21,966
Eagle 4 WD	4,404	
Eagle Station Wagon	6,751	
Pacer	2,655	7,253
Pacer Station Wagon	5,906	13,070
Matador	348	5,770
Matador Station Wagon	136	3,366
Total American Motors Corp.	156,753	157,797
Chrysler LeBaron	85,298	99,095
LeBaron Station Wagon	14,756	20,716
Cordoba	59,817	103,443
Newport	51,122	31,413
New Yorker	32,650	34,786
Station Wagon		178
Total	243,643	289,631
Plymouth Horizon	143,360	113,081
Voyager	9,950	12,890
Volare	125,710	140,093
Volare Station Wagon	39,954	66,953
Fury	3,047	51,760
Fury Station Wagon	138	8,280
Gran Fury/Brougham	593	1,286
Plymouth Station Wagon		191
Total	322,752	394,534
Dodge Omni	121,525	84,288
Aspen	86,208	103,800
Aspen Station Wagon	31,045	50,941
Sportsman	29,522	41,499
Monaco	2,898	31,586
Monaco Station Wagon	108	5,820
Diplomat	39,052	48,410
Diplomat Station Wagon	6,763	9,485
Magnum XE/Mirada	23,531	47,346
St. Regis	26,350	2,096
Royal Monaco/Brougham		2,430
Dodge Station Wagon		245
Total	367,002	427,946
Total Chrysler Corp.	933,397	1,112,111
Ford Pinto	132,681	121,143
Pinto Station Wagon	50,595	45,241
Fairmont	251,000	291,063
Fairmont Station Wagon	81,621	108,932
Granada	141,116	217,078
Club Wagon	38,174	44,516
LTD II	28,387	138,489
LTD II Station Wagon		820
LTD	195,240	245,500
LTD Crown Victoria	1,582	
Ford Station Wagon	47,406	71,282
Mustang	294,904	187,923
Thunderbird	210,018	297,090
Total	1,472,724	1,769,077
Lincoln Continental	60,089	92,290
Continental Mark	54,497	72,279
Versailles	13,511	14,304
Total	128,097	178,873
Mercury Bobcat	34,654	21,740
Bobcat Station Wagon	8,378	7,631
Zephyr	77,213	95,419
Zephyr Station Wagon	18,035	24,627
Monarch	54,470	77,295
Marquis	28,051	35,675
Marquis Brougham	23,467	32,939
Grand Marquis	28,612	48,286
Marquis Station Wagon	13,138	15,215
Cougar	122,618	187 750
Cougar Station Wagon		388
Capri	88,484	13,334
Total	497,120	560,299
Lincoln-Mercury Division	625,217	739,172
Total Ford Motor Co	2,097,941	2,508,249
Buick Skyhawk	18,225	21,691
Skylark	104,172	97,033
Century	31,912	42,767
Regal	244,145	241,552
Century Station Wagon	25,402	32,850
LeSabre	28,015	30,586
LeSabre Limited	85,898	130,588
Electra 225	84,333	118,019
Buick Station Wagon	14,688	24,297
Riviera	49,525	23,149
Total	686,315	762,532
Cadillac deVille	167,018	202,707
Fleetwood & Chassis	35,579	36,269
Eldorado	60,935	43,681
Seville	44,120	52,396
Total	307,652	335,053
Chevrolet Chevette	363,216	241,622
Camaro	203,647	251,983
Monza	125,246	126,993
Monza Station Wagon	13,799	27,548
Nova/Citation	290,931	243,444
Sportvan	30,359	42,016
Malibu	243,699	269,780
Malibu Station Wagon	93,142	96,416
Monte Carlo	264,967	348,751
Impala	155,937	218,244
Caprice	189,113	256,977
Chevrolet Station Wagon	90,081	130,790
Corvette	40,076	40,426
Total	2,104,213	2,294,990
Oldsmobile Starfire	18,184	17,981
Omega	46,336	42,215
Cutlass Salon	61,546	65,658
Cutlass Supreme/Calais	403,107	391,566
Cutlass Station Wagon	45,652	44,751
Delta 88	31,814	41,400
Delta 88 Royale	161,838	187,402
98	90,293	117,882
Oldsmobile Station Wagon	27,052	33,972
Toronado	45,348	25,069
Total	931,170	967,896
Pontiac Sunbird	84,196	81,527
Sunbird Station Wagon	2,539	7,401
Phoenix	74,357	56,971
LeMans	77,078	92,516
LeMans Station Wagon	38,107	26,190
Catalina	24,950	46,789
Bonneville	83,691	77,070
Bonneville Brougham	39,551	49,178
Pontiac Station Wagon	22,530	26,942
Grand Prix	176,862	215,307
Firebird	149,955	177,192
Total	773,816	857,083
Total General Motors	4,803,166	5,217,554
(Checker)	4,255	3,855
Misc. Domestic Total	4,650	4,299
Domestic Station Wag. Total	822,535	1,067,425
Domestic Grand Total	7,995,907	9,000,010
Import Total	2,339,004	1,946,094
Grand Total All Reg.	10,334,911	10,946,104

Registrations not available for Oklahoma.

NEW-CAR REGISTRATIONS IN U. S., 12 MONTHS, 1979-1978

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'79	1041	2577	4071	2529	9177	24350	1927	8546	34823	13205	3970	35012	15314	13401	80902	35718	161661	'79	**Alabama**
	'78	1043	3683	4718	3038	11439	31747	3078	10220	45045	13993	4415	40315	16457	15728	90908	27678	176113	'78	
Alaska	'79	106	184	550	321	1055	1271	162	515	1948	272	147	1566	430	326	2741	4920	10770	'79	**Alaska**
	'78	127	323	536	598	1457	1637	234	546	2417	300	253	1677	465	370	3065	4670	11736	'78	
Arizona	'79	2080	2152	2796	2254	7202	16104	1250	3830	21184	6234	2800	21172	7205	6172	43583	29930	103979	'79	**Arizona**
	'78	1479	2690	3217	2742	8649	18197	1446	4574	24217	6229	2651	22487	7185	6161	44713	24056	103114	'78	
Arkansas	'79	853	1714	2608	1672	5994	16098	1545	5851	23494	4401	2101	16713	8220	6544	37979	13151	81471	'79	**Arkansas**
	'78	971	2323	3011	2205	7539	18985	2358	6642	27985	4807	2374	18498	9221	7109	42009	9735	88239	'78	
California	'79	6091	18671	24046	15611	58328	130937	12527	43117	186581	47126	49014	141535	71237	41969	350881	443191	1045072	'79	**California**
	'78	6879	24679	35745	23715	84139	158194	15790	45419	219403	54125	52793	171827	68619	48099	395463	405655	1111539	'78	
Colorado	'79	2319	2867	4226	3577	10670	18626	1385	6154	26165	5444	2538	22453	7943	5970	44448	50967	134369	'79	**Colorado**
	'78	1732	3117	4443	3895	11455	20004	1904	5963	27871	5874	2635	21244	8450	6626	44829	42652	128539	'78	
Connecticut	'79	2815	2350	5370	5289	13009	16212	972	6438	23622	10404	3127	31192	11891	9905	66519	46722	152687	'79	**Connecticut**
	'78	2847	3229	7368	6424	17021	20150	1346	7161	28657	12596	3524	33861	11910	10637	72528	39622	160675	'78	
Delaware	'79	635	849	1064	1081	2994	4145	287	1738	6170	1665	758	8952	3283	2868	17526	8447	35772	'79	**Delaware**
	'78	580	787	1039	1173	2999	4675	418	1819	6912	1987	848	9628	3210	3101	18774	6366	35626	'78	
Florida	'79	7592	11104	19140	14434	44678	70620	8363	24749	103732	31186	22873	98372	41814	48120	242365	114375	512742	'79	**Florida**
	'78	7411	14481	25853	18675	59009	77082	10977	27611	115670	32070	22948	104168	41313	48024	248523	95711	526324	'78	
Georgia	'79	1728	3866	6392	4567	14825	36066	2632	12186	50884	17325	6808	44976	21543	18394	109046	53831	230314	'79	**Georgia**
	'78	1964	4786	7328	6337	18461	44767	3754	14183	62704	18894	7254	49795	23200	21808	120951	42111	246181	'78	
Hawaii	'79	153	210	535	370	1115	2830	146	835	3811	755	284	2445	629	649	4762	8856	18697	'79	**Hawaii**
	'78	255	814	1892	1442	4148	6160	318	1731	8209	1706	513	5786	1384	1557	10945	20826	44383	'78	
Idaho	'79	350	534	1149	743	2426	3846	283	1965	6094	1246	499	4997	2096	1745	10583	10577	30030	'79	**Idaho**
	'78	407	965	1521	874	3360	5002	457	1975	7434	1397	526	5045	2088	2120	11176	10318	32695	'78	
Illinois	'79	8726	14458	20333	16657	51448	87207	9285	29226	125718	58459	19897	137393	66968	54658	337375	82025	605292	'79	**Illinois**
	'78	9082	16727	21748	18202	56677	106071	13649	35788	155508	64481	21925	153889	70550	60358	371203	67653	660123	'78	
Indiana	'79	3910	5911	9095	8532	23538	37901	2891	10522	51314	19724	5874	59203	30789	19817	135407	37152	251321	'79	**Indiana**
	'78	3847	7905	10039	8659	26603	46097	4290	12378	62765	22817	7074	63129	36260	23110	152390	28062	273667	'78	
Iowa	'79	2124	3792	5706	4051	13549	20130	1476	6746	28352	8456	1993	29159	11141	10593	61342	18915	124282	'79	**Iowa**
	'78	2074	4617	5526	4204	14347	24458	1985	7688	34131	9927	2273	31747	12487	10914	67348	14901	132801	'78	
Kansas	'79	1608	3301	3321	3373	9995	17925	1791	6407	26123	7721	2531	23132	11976	9625	54985	22478	115189	'79	**Kansas**
	'78	1750	3295	3583	3886	10764	18038	1890	5912	25840	7963	2545	23759	10289	9615	54171	16804	109338	'78	
Kentucky	'79	2160	2440	3909	3206	9555	21972	1562	6381	29915	7875	3039	29356	12202	9493	61965	21241	124836	'79	**Kentucky**
	'78	2065	3507	4813	3725	12045	30599	2613	7643	40855	9987	3936	34380	14198	11391	73892	18072	146929	'78	
Louisiana	'79	1220	4579	5606	3732	13917	35217	4292	12921	52430	12719	5701	35638	20066	14577	88701	27964	184232	'79	**Louisiana**
	'78	1408	5194	6306	4222	15722	41475	5550	15644	62669	12348	5454	37027	19476	14453	88758	20534	189091	'78	
Maine	'79	1050	870	2404	2191	5465	5818	194	1943	7955	2376	414	9522	2955	3325	18592	12984	46046	'79	**Maine**
	'78	1352	1313	3190	3252	7755	7910	269	2251	10430	3106	527	10667	3356	3707	21363	12393	53293	'78	
Maryland	'79	3573	5218	8240	8136	21594	39025	2223	10005	51253	11318	5417	58268	18609	18702	112314	57025	245759	'79	**Maryland**
	'78	2966	5837	9306	9779	24921	46693	3405	12116	62214	12634	5661	62036	18075	20784	119190	47821	257112	'78	
Massachusetts	'79	5443	4070	10578	10023	24671	30725	1783	11320	43828	16028	4173	54170	21608	16528	112507	61115	247564	'79	**Massachusetts**
	'78	5237	5389	12898	12710	30997	34860	2093	12805	49758	17108	4663	56329	20207	16480	114787	48310	249089	'78	
Michigan	'79	15910	25368	30263	27217	82848	84873	9851	38147	132871	47192	16997	134212	60389	52960	311750	68064	611443	'79	**Michigan**
	'78	16017	22145	33817	32748	88710	110557	13960	41398	165915	50347	20938	142384	69697	64322	347688	51370	669700	'78	
Minnesota	'79	2744	6786	11656	9989	28431	33080	1898	9578	44556	14809	3706	51136	24451	16491	110593	30896	217220	'79	**Minnesota**
	'78	2776	7006	10712	10901	28618	36012	2187	9974	48173	16541	3917	52921	23941	17769	115089	24288	218944	'78	
Mississippi	'79	832	1859	2104	1549	5512	19110	1641	5824	26575	6640	2193	18289	9329	8232	44683	15479	93081	'79	**Mississippi**
	'78	848	2520	2280	2065	6865	23509	2381	6975	32865	7459	2154	20720	10258	9217	49808	12370	102756	'78	
Missouri	'79	2626	5888	7533	8009	21430	35583	2776	12224	50583	16603	5068	45996	24210	18254	110131	38335	223105	'79	**Missouri**
	'78	2467	7291	8782	9342	25415	42778	4001	14465	61244	16934	6003	52924	25079	20305	121245	28646	239017	'78	
Montana	'79	436	864	991	742	2597	3255	292	1398	4945	1103	303	4143	1592	1307	8448	7871	24297	'79	**Montana**
	'78	446	1202	1100	1147	3449	4536	408	1536	6480	1461	535	5122	2069	1702	10879	8709	29963	'78	
Nebraska	'79	707	2054	2498	2544	7096	10563	917	4065	15545	4128	1325	14558	6509	5344	31864	12217	67429	'79	**Nebraska**
	'78	565	2416	2971	2456	7843	11887	1060	4074	17021	4630	1389	15138	5974	5115	32246	9428	67103	'78	
Nevada	'79	608	893	1636	784	3313	6966	706	1767	9439	1825	1729	6653	2690	3124	16021	13251	42632	'79	**Nevada**
	'78	540	1185	1914	1210	4309	7268	866	1789	9923	1706	1796	8027	2793	3252	17573	11171	43516	'78	
New Hampshire	'79	1986	1039	3145	2645	6829	7627	582	2830	11039	3614	1068	14264	4586	4886	28418	23122	71394	'79	**New Hampshire**
	'78	1319	912	2474	2278	5664	6269	[illegible]	1941	8646	2726	715	10688	3031	3461	20621	13488	49739	'78	
New Jersey	'79	5727	6872	13679	12352	32903	44337	5114	16767	66218	28492	15737	76416	30852	29698	181195	89231	375274	'79	**New Jersey**
	'78	6520	9526	16611	14419	40556	57821	7766	19831	85418	34738	17457	91376	30215	35034	208820	74634	415948	'78	
New Mexico	'79	746	1191	1445	1067	3703	8269	848	3422	12539	2535	1103	9615	4317	3265	20835	14444	52267	'79	**New Mexico**
	'78	820	1546	1717	1386	4649	9565	1187	3685	14437	2928	1221	9117	4694	4136	22096	11792	53794	'78	
New York	'79	11090	19118	32646	30734	82498	77122	6786	26452	110360	49141	25970	155119	61254	51553	343037	134083	681068	'79	**New York**
	'78	10674	20027	36020	35888	91935	89973	9564	30644	130181	51778	26576	163415	56384	53819	351972	106484	691246	'78	
N. Carolina	'79	3309	3905	6315	5966	16186	37579	2590	11346	51515	16878	5542	50124	20695	21399	114638	65507	251155	'79	**N. Carolina**
	'78	3563	4990	7668	8241	20899	44891	3865	12808	61564	20452	5831	51499	23347	24444	124573	47622	258221	'78	
N. Dakota	'79	374	1183	1201	1275	3659	3987	402	1583	5972	1549	453	6107	2761	2132	13002	4744	27751	'79	**N. Dakota**
	'78	298	1422	1057	1280	3759	5089	445	1523	7057	1694	538	5740	2396	1903	12271	3498	26883	'78	
Ohio	'79	11894	15142	22961	23554	61657	78424	6365	25985	110774	43328	14027	130280	61104	48230	296969	78410	559704	'79	**Ohio**
	'78	11267	18212	25496	26909	70617	94127	9068	29251	132446	49395	16124	139702	66191	53845	325257	61769	601356	'78	
Oklahoma	'79																		'79	**Oklahoma**
	'78																		'78	
Oregon	'79	1811	1912	2503	2446	6861	13431	958	4783	19172	4032	2396	17367	7248	5646	36689	52724	117257	'79	**Oregon**
	'78	1480	3097	3645	4638	11380	16192	1510	4803	22505	4927	2900	20478	7024	6786	42115	44889	122369	'78	
Pennsylvania	'79	13799	14373	24486	25224	64083	68632	4702	21013	94347	35911	13463	118624	43897	39805	251900	110611	534740	'79	**Pennsylvania**
	'78	13195	18834	28688	29373	76895	85332	7226	26151	118709	41746	16040	133461	48827	46097	286171	91979	586949	'78	
Rhode Island	'79	1334	901	1814	1816	4531	4880	376	2106	7362	2706	849	7420	3303	2437	16715	9887	39829	'79	**Rhode Island**
	'78	1342	1368	2205	2359	5922	5797	532	2724	9053	3268	949	8649	3140	2604	18610	7771	42698	'78	
S. Carolina	'79	1167	2395	3071	2923	8389	20720	1299	6814	28833	8734	2418	24502	10715	10350	56719	30425	125533	'79	**S. Carolina**
	'78	1008	3294	3615	4010	10919	25628	1864	7268	34760	9818	2604	26950	11946	11932	63250	24495	134432	'78	
S. Dakota	'79	313	1130	1103	1144	3377	4070	321	1699	6090	1452	325	5325	2150	1494	10745	3887	24412	'79	**S. Dakota**
	'78	280	1196	1183	1303	3682	4670	404	1680	6754	1701	384	5403	2110	1607	11205	3149	25070	'78	
Tennessee	'79	1929	3651	5153	4116	12920	28837	2574	9375	40786	12597	5336	36851	18901	17268	90953	40309	186897	'79	**Tennessee**
	'78	2024	4807	6378	6497	17682	40687	4547	11764	57196	14632	6797	46902	22906	21886	113123	33429	223456	'78	
Texas	'79	5546	15993	13568	12278	41839	113357	12265	39399	165021	54345	28322	143287	78858	58188	363000	122580	697986	'79	**Texas**
	'78	7145	16452	16556	15890	48898	132957	16775	45708	195440	57311	28003	154817	79826	61792	381749	89856	723088	'78	
Utah	'79	691	1211	1669	1341	4221	7847	577	2855	11279	2228	972	9768	3200	2483	18651	15463	50305	'79	**Utah**
	'78	540	1715	1992	1449	5156	9656	993	2808	13457	2937	1206	10886	3365	3117	21511	15246	55910	'78	
Vermont	'79	568	548	1306	1727	3581	2680	132	1609	4421	1333	286	5841	1267	1491	10218	8218	27006	'79	**Vermont**
	'78	457	580	1345	1998	3923	3288	160	1201	4649	1539	285	6381	1128	1509	10642	8251	28122	'78	
Virginia	'79	2998	5417	9186	7971	22574	38426	2309	9990	50725	10625	5309	51541	18258	18778	104511	62342	243150	'79	**Virginia**
	'78	3183	6575	10313	11365	28253	46398	3242	10943	60583	13022	5906	52364	20390	20571	112253	52035	256307	'78	
Washington	'79	1818	3077	5506	3577	12160	21075	1289	7706	30070	5888	2824	26788	9390	6354	51244	71120	166412	'79	**Washington**
	'78	1769	4440	6897	5243	16580	23527	1723	7729	32979	6679	3275	29037	9155	6960	55106	61237	167671	'78	
W. Virginia	'79	2101	2530	3688	4085	10303	11841	872	3656	16369	4488	1354	18633	6031	5269	35755	14969	79497	'79	**W. Virginia**
	'78	1455	2968	4442	3667	11077	12433	1204	3353	16990	4980	1447	17073	6655	5479	35634	11472	76629	'78	
Wisconsin	'79	6743	5561	10492	10440	26493	28894	2032	10814	41740	17706	3228	44813	22501	20948	109196	31508	215680	'79	**Wisconsin**
	'78	7064	6745	10445	11205	28395	37037	2714	11734	51485	20426	3834	48052	24999	22834	120145	26297	233386	'78	
Wyoming	'79	342	520	701	530	1751	2786	311	1547	4644	1181	411	3219	1378	1440	7627	6318	20682	'79	**Wyoming**
	'78	264	644	635	610	1889	3093	446	1265	4804	1138	408	2697	1365	1487	7295	4628	18880	'78	
Dist. of Columbia	'79	118	607	809	678	2094	3879	333	951	5163	953	897	4232	1512	1501	9095	6027	22497	'79	**Dist. of Columbia**
	'78	151	858	1115	1091	3064	4126	512	1182	5820	1234	1021	4903	1523	1841	10522	6415	25972	'78	
Federal Government	'79	969	228	2645	1680	4553	13509	3	20	13532	180	4	3664	105	88	4041	28	23123	'79	**Federal Government**
	'78	2828	8	1794	3809	5611	10873	3	23	10899	38	8	670	78	105	899	36	20373	'78	
United States Total	'79	156753	243643	367002	322752	933397	1472724	128097	497120	2097941	686315	307652	2104213	831170	773816	4703166	2343654	10234911	'79	**United States Total**
	'78	157797	289631	427946	394534	1112111	1769077	178873	560299	2508249	762532	336053	2294990	967896	857083	5217564	1950393	10946104	'78	

Registrations for the State of Hawaii are temporarily delayed. Registrations for the State of Oklahoma are not available.

Continued from Page 8

percent, Chrysler earned 11.33 percent, VWoA had 2.01 percent and AMC cornered 1.95 percent of the market.

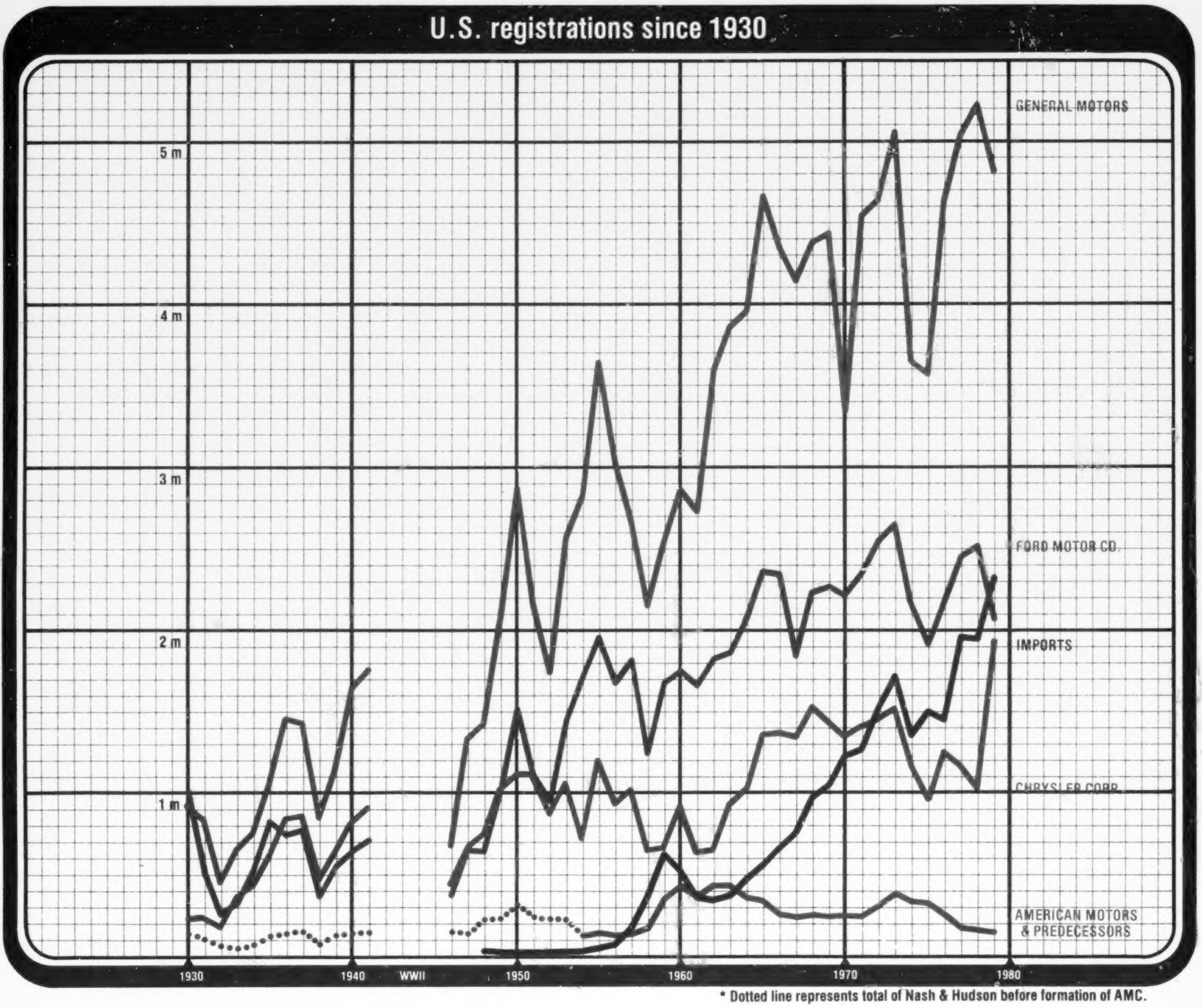
The best - selling nameplate in 1979 was standard Chevrolet (Caprice and Impala), followed by Oldsmobile Cutlass Supreme, Chevrolet Chevette, Chevrolet Malibu and Ford Fairmont.

The domestic market class breakdown for 1979 showed subcompacts accounting for 16.46 percent, compacts were 26.73 percent, intermediates 30.44 percent, standards 19.37 percent and luxury models 7.00 percent. The preceding year it was subcompacts at 10.65 percent, compacts at 27.83 percent, intermediates at 32.31 percent, Standards at 22.38 percent and luxury models at 6.83 percent.

New-car registrations totaled 10,334,911 in 1979, compared with 10,946,104 the preceding year. Of that total, a record 2,339,004 were imports, compared with 1,946,094 in 1978.

New to the section this year is the graph below showing trends in registrations among the corporate makers since 1931. Accompanying this graph are three tables beginning on this page, which give registration

Continued on Page 22, Col. 2



U.S. registrations since 1930

* Dotted line represents total of Nash & Hudson before formation of AMC.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1966-1979

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Chevrolet	2,158,811	1,978,758	2,060,249	2,060,202	1,668,288	2,195,345	2,289,407	2,455,063	1,973,706	1,749,877	2,035,858	2,205,566	2,294,990	2,104,213
Pontiac	830,856	834,146	877,382	759,605	544,715	680,097	712,775	807,546	504,081	478,142	706,460	800,230	857,083	773,816
Oldsmobile	580,550	551,274	624,262	642,889	461,732	666,958	729,153	808,889	519,082	604,882	867,485	953,875	967.896	931,170
Buick	569,131	565,313	627,159	677,319	493,207	726,542	646,526	696,333	428,194	489,290	700,778	735,396	762,532	686,315
Cadillac	196,498	209,546	205,593	243,905	165,042	253,002	257,795	285,709	219,993	256,135	293,716	325,724	335,053	307,652
GENERAL MOTORS	4,335,846	4,139,037	4,394,645	4,419,920	3,332,984	4,521,944	4,635,656	5,053,540	3,645,056	3,578,326	4,604,297	5,020,791	5,217,554	4,803,166
Ford	1,991,520	1,520,711	1,803,271	1,880,384	1,848,669	1,913,033	2,058,676	2,137,123	1,756,811	1,481,169	1,665,619	1,791,414	1,769,077	1,472,724
Mercury	308,049	295,511	367,515	352,137	310,375	384,152	396,186	413,677	330,513	332,173	408,121	489,160	560 299	497,120
Lincoln	49,324	35,218	57,486	58,835	56,654	66,092	94,434	116,115	84,693	91,496	115,801	172,853	178,873	128,097
FORD MOTOR CO.	2,348,893	1,851,440	2,228,272	2,291,356	2,215,698	2,363,277	2,549,296	2,666,915	2,172,017	1,904,838	2,189,541	2,453,427	2,508,249	2,097,947
Plymouth	598,160	627,173	709,823	658,987	681,760	687,115	709,884	748,699	597,276	404,408	526,957	436,027	394,534	322,752
Dodge	543,560	491,919	581,476	538,381	504,097	545,785	562,985	587,937	462,872	344,697	460,647	448,128	427,946	367,002
Chrysler	230,182	206,399	220,786	211,727	153,168	156,195	178,951	163,075	107,802	212,809	271,061	303,480	189,631	243,643
Imperial	14,609	15,901	15,778	18,860	10,753	12,089	14,321	12,809	12,252	4,764	411	....	....	....
CHRYSLER CORP.	1,386,511	1,341,392	1,527,863	1,427,955	1,349,778	1,401,184	1,466,141	1,512,520	1,180,202	966,678	1,259,076	1,187,635	1,112,111	933,397
AMERICAN MOTORS	265,712	237,785	259,346	239,937	254,327	245,805	301,973	392,105	329,431	307,618	247,032	182,539	157,797	156,753
Misc. Domestic	7,636	8,440	7,969	5,739	4,456	4,673	5,326	6,002	5,240	3,452	4,902	5,330	4,299	4,650
Imports	658,123	779,220	985,767	1,061,617	1,230,961	1,293,743	1,529,402	1,719,913	1,369,148	1,500,928	1,446,637	1,976,512	1,946,094	2,339,004
TOTAL	9,008,488	8,357,421	9,403,862	9,446,524	8,388,204	9,830,626	10,487,794	11,350,995	8,701,094	8,261,840	9,751,485	10,826,234	10,946,104	10,334,911

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1950 - 1965

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Chevrolet	1,420,399	1,067,042	852,542	1,342,480	1,417,453	1,640,681	1,565,399	1,456,288	1,234,414	1,419,131	1,696,925	1,589,734	2,078,029	2,161,653	2,124,905	2,424,358
Pontiac	440,528	337,821	266,351	385,692	358,167	530,007	358,668	319,719	229,831	382,137	399,646	372,871	528,654	606,791	687,902	831,448
Oldsmobile	372,519	273,472	218,189	305,593	407,150	589,515	437,899	371,596	306,566	360,525	355,798	328,586	440,995	474,786	513,134	608,930
Buick	535,807	392,285	310,806	454,320	613,497	737,879	529,371	394,553	263,981	245,909	267,837	290,623	400,267	454,237	481,043	608,620
Cadillac	101,825	97,093	87,806	98,612	110,328	141,038	132,952	141,209	122,651	135,387	149,593	142,195	151,528	159,233	151,638	189,661
GENERAL MOTORS	2,871,078	2,167,713	1,735,694	2,586,697	2,806,595	3,639,120	3,024,286	2,683,365	2,157,443	2,543,089	2,869,799	2,724,009	3,599,473	3,866,700	3,958,622	4,663,017
Ford	1,166,118	862,309	732,481	1,116,267	1,400,440	1,573,882	1,375,343	1,493,617	1,028,893	1,471,249	1,420,352	1,330,235	1,471,514	1,559,108	1,749,014	1,998,385
Mercury	318,217	233,339	185,883	287,717	269,926	371,837	274,603	260,573	136,295	157,972	308,239	309,098	321,817	288,884	311,574	331,367
Edsel	....	....	....	....	....	....	....	26,681	38,601	40,778	....	....	....	....	....	....
Lincoln	34,318	25,816	29,110	39,169	36,251	35,017	44,162	37,298	26,605	28,815	20,711	31,126	31,533	31,517	36,897	42,636
FORD MOTOR CO.	1,518,653	1,121,464	947,474	1,443,153	1,706,617	1,980,736	1,694,108	1,818,169	1,230,394	1,698,814	1,749,302	1,670,459	1,824,864	1,879,509	2,097,485	2,372,388
Plymouth	547,367	542,649	433,134	600,447	381,078	647,352	483,756	595,503	391,104	390,104	445,590	299,683	301,158	426,332	492,775	624,779
Dodge	300,104	298,603	246,464	288,812	154,789	284,323	220,208	257,488	135,538	167,277	356,572	225,945	238,053	379,026	462,551	521,783
DeSoto	115,023	112,643	91,677	122,342	76,739	118,062	100,766	103,915	47,894	42,488	23,063	....	....	....	....	....
Chrysler	151,300	149,435	113,392	153,756	101,741	156,458	106,853	106,436	58,573	64,424	79,752	94,387	114,131	114,062	137,029	202,559
Imperial	....	....	....	....	....	....	10,460	33,017	14,823	18,498	16,360	11,747	13,558	15,266	21,157	17,214
CHRYSLER CORP.	1,113,794	1,103,330	884,667	1,165,357	714,347	1,206,195	922,043	1,096,359	647,932	682,791	921,337	631,762	666,900	934,686	1,113,512	1,366,335
Nash	162,224	93,675	91,304	97,527	41,116	37,197	25,271	9,474	....	....	....	....	....	....	....	....
Hudson	134,219	96,847	78,509	66,797	34,806	20,522	11,822	4,596	....	....	....	....	....	....	....	....
Rambler	13,498	46,360	51,216	39,823	35,613	72,227	70,867	91,469	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Metropolitan	....	....	....	....	7,018	6,807	7,145	11,791	....	....	....	....	....	....	....	....
AMERICAN MOTORS	....	....	....	....	118,553	136,753	115,105	117,330	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Studebaker	268,229	205,514	157,902	161,257	95,914	95,761	76,402	62,565	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Packard	73,155	66,999	66,346	71,079	38,396	52,103	28,396	5,189	....	....	....	....	....	....	....	....
STUDEBAKER-PACKARD	....	....	....	....	....	147,864	104,798	67,754	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Kaiser	85,832	52,286	41,022	22,825	8,889	959	....	....	....	....	....	....	....	....	....	....
Frazer	11,884	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Henry J	14,339	51,372	28,718	10,710	1,123	....	....	....	....	....	....	....	....	....	....	....
Allstate	....	....	1,566	675	....	....	....	....	....	....	....	....	....	....	....	....
Willys	33,926	26,049	41,016	42,433	17,002	6,267	....	....	....	....	....	....	....	....	....	....
KAISER-FRAZER	112,055	103,658	71,306	....	....	....	....	....	....	....	....	....	....	....	....	....
KAISER-WILLYS	....	....	....	76,643	27,014	7,226	....	....	....	....	....	....	....	....	....	....
Austin	5,452	3,800	4,804	3,087	....	....	....	....	....	....	....	....	....	....	....	....
Crosley	6,896	5,304	2,679	....	....	....	....	....	....	....	....	....	....	....	....	....
Miscellaneous*	13,259	20,190	25,477	27,412	28,028	52,014	94,908	199,365	384,574	619,827	507,695	385,677	346,645	392,906	490,046	575,461

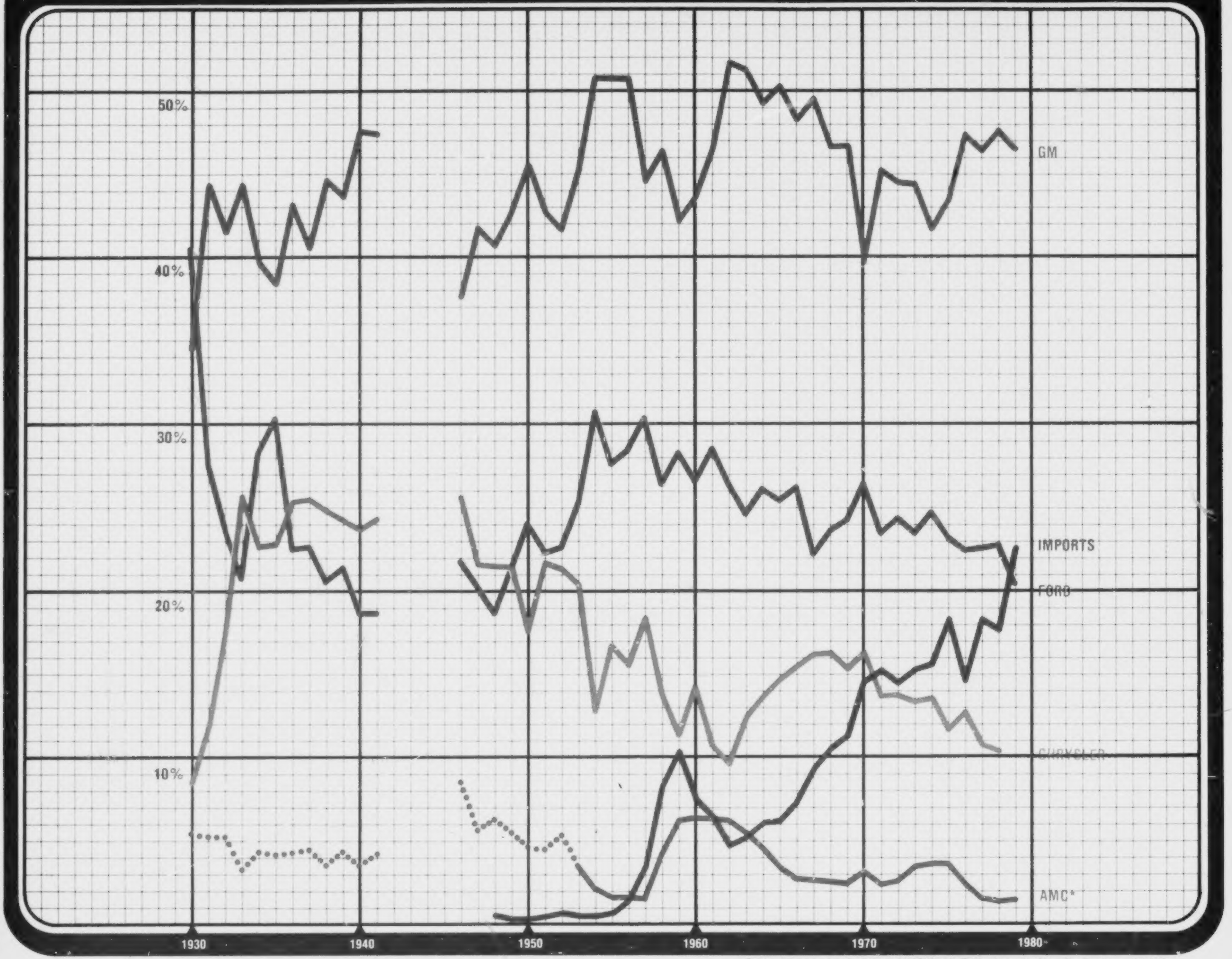
*Includes Imports

U. S. NEW-CAR REGISTRATIONS BY MAKE, 1930-1949

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949
Chevrolet	618,901	583,387	322,860	474,493	534,906	656,698	930,250	768,040	464,337	598,834	853,529	880,346	329,601	640,709	709,609	1,031,466
Pontiac	90,039	86,139	47,926	85,348	72,645	140,122	171,669	212,400	98,399	159,836	235,815	286,123	113,109	206,411	228,939	321,033
Oldsmobile	50,503	46,980	24,128	35,295	71,676	149,375	178,488	188,302	92,398	146,412	201,256	230,367	93,094	180,078	175,531	269,351
Buick	122,645	90,871	49,708	43,809	63,067	87,635	160,687	205,304	166,380	218,995	295,513	308,615	126,322	246,115	244,762	372,425
Cadillac	12,078	11,135	6,269	3,903	4,899	6,692	11,766	11,234	10,639	13,090	21,965	60,242	23,666	53,379	59,379	80,880
LaSalle	11,262	6,883	3,848	3,709	5,182	11,775	13,992	28,906	15,732	22,197	16,599	....	....	....	....	....
GENERAL MOTORS	905,428	825,395	454,739	646,557	752,375	1,052,297	1,466,852	1,414,186	847,885	1,159,364	1,624,677	1,765,693	685,792	1,326,692	1,418,220	2,075,155
Ford	1,055,105	528,539	258,927	311,113	530,528	826,519	748,554	765,933	363,688	481,496	542,755	602,013	326,822	532,646	486,888	806,766
Mercury	....	....	....	....	....	....	....	....	6,835	65,884	80,418	81,874	61,187	111,198	137,512	186,629
Lincoln	4,356	3,465	3,179	2,112	2,061	2,370	15,567	25,242	16,991	19,940	21,004	18,769	10,798	24,081	32,638	57,691
FORD MOTOR CO.	1,059,461	532,004	262,106	313,225	532,589	828,889	764,121	791,175	387,514	567,320	644,177	702,656	398,807	667,925	567,038	1,031,086
Plymouth	64,305	94,276	111,926	249,667	302,557	382,985	499,580	462,268	286,241	348,807	440,093	452,187	211,800	313,118	347,174	527,915
Dodge	64,155	53,086	28,111	86,062	90,139	178,880	248,518	255,264	104,881	176,585	197,252	215,563	135,488	209,552	213,923	273,530
DeSoto	35,267	28,429	25,311	21,260	11,447	26,952	45,088	74,421	35,259	51,951	71,943	91,004	54,420	72,966	82,454	103,311
Chrysler	60,908	52,644	26,016	28,677	28,052	40,536	58,698	91,624	46,184	63,956	100,117	143,025	65,532	93,871	105,315	130,516
CHRYSLER CORP.	224,635	228,435	191,364	385,666	432,195	629,243	851,884	883,587	472,565	641,299	809,405	901,779	467,240	689,507	748,866	1,035,272
Nash	51,086	39,366	20,233	11,353	23,616	35,184	43,070	70,568	31,814	54,050	52,853	77,824	85,169	102,808	104,156	135,328
Hudson	30,466	19,188	8,641	2,946	19,307	53,838	78,371	74,208	40,889	62,855	79,979	73,261	72,484	83,344	109,497	137,907
Terraplane	63,338	42,543	28,778	35,831	40,519	21,587	20,825	15,819	....	....	....	....	....	....	....	....
Studebaker	56,525	46,532	41,968	36,242	[illegible]	39,573	67,835	70,054	41,504	84,660	102,281	114,331	58,051	102,123	143,120	199,460
Packard	28,318	16,252	11,058	9,081	[illegible]	37,653	68,772	95,463	49,163	62,005	73,794	69,653	36,435	47,875	77,843	97,771
Kaiser	....	....						....	....	....	....	....	3,501	55,571	108,367	57,995
Frazer	....	....						....	....	....	....	....	1,873	51,158	57,994	15,827
Willys	65,766	51,341	25,898	15,314	6,576	10,439	12,423	51,418	13,012	14,734	21,418	22,102	2,329	23,400	21,408	28,576
KAISER-FRAZER	....	....						....	....	....	....	....	5,374	106,729	166,361	73,822
Auburn-Cord	13,149	30,951	11,646	5,036	5,536	5,163	3,022	1,292	....	....	....	....	....	....	....	....
Austin	4,354	2,941	2,520	3,675	1,057		....	....	....	....	....	....	....	....	....	....
Crosley	....	....	....	....	....	....	....	....	....	....	....	....	2,868	15,934	25,400	10,175
Franklin	7,511	3,881	1,829	1,329	360		....	....	....	....	....	....	....	....	....	....
Graham	30,137	19,207	12,858	10,128	12,887	15,965	16,439	13,987	4,139	3,660	1,856	....	....	....	....	....
Huppmobile	24,307	17,425	10,794	6,726	6,566	7,450	1,556	396	1,020	907	211	....	....	....	....	....
Pierce-Arrow	6,795	4,522	2,692	2,151	1,740	875	787	166	....	....	....	....	....	....	....	....
Reo	11,449	6,761	3,870	3,623	3,854	3,894	3,146	....	....	....	....	....	....	....	....	....
Miscellaneous*	43,343	21,272	5,405	5,908	1,277	1,858	5,294	1,441	3,016	1,516	5,254	3,867	647	894	19,043	13,790

*—Includes imports.

U.S. registrations, market shares by corporation since 1930

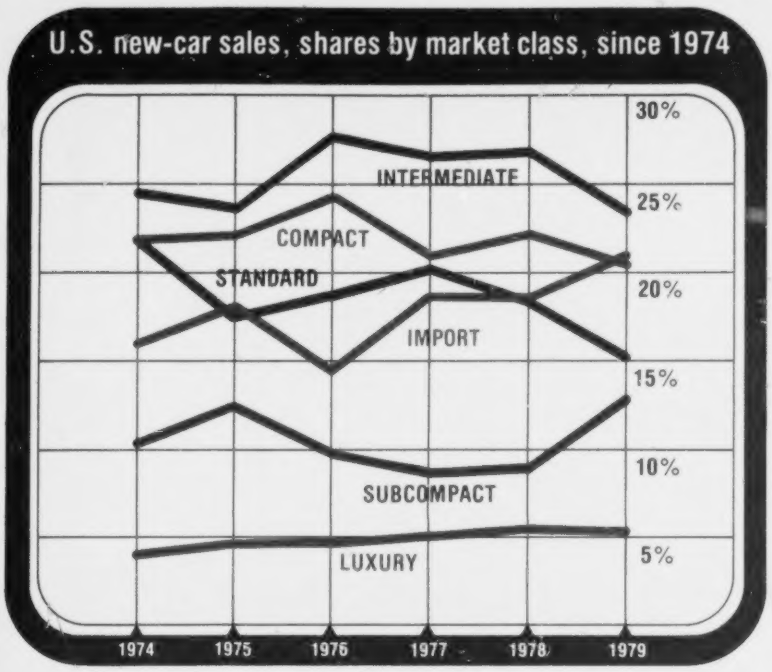


* Dotted line represents total of Nash & Hudson before formation of AMC.

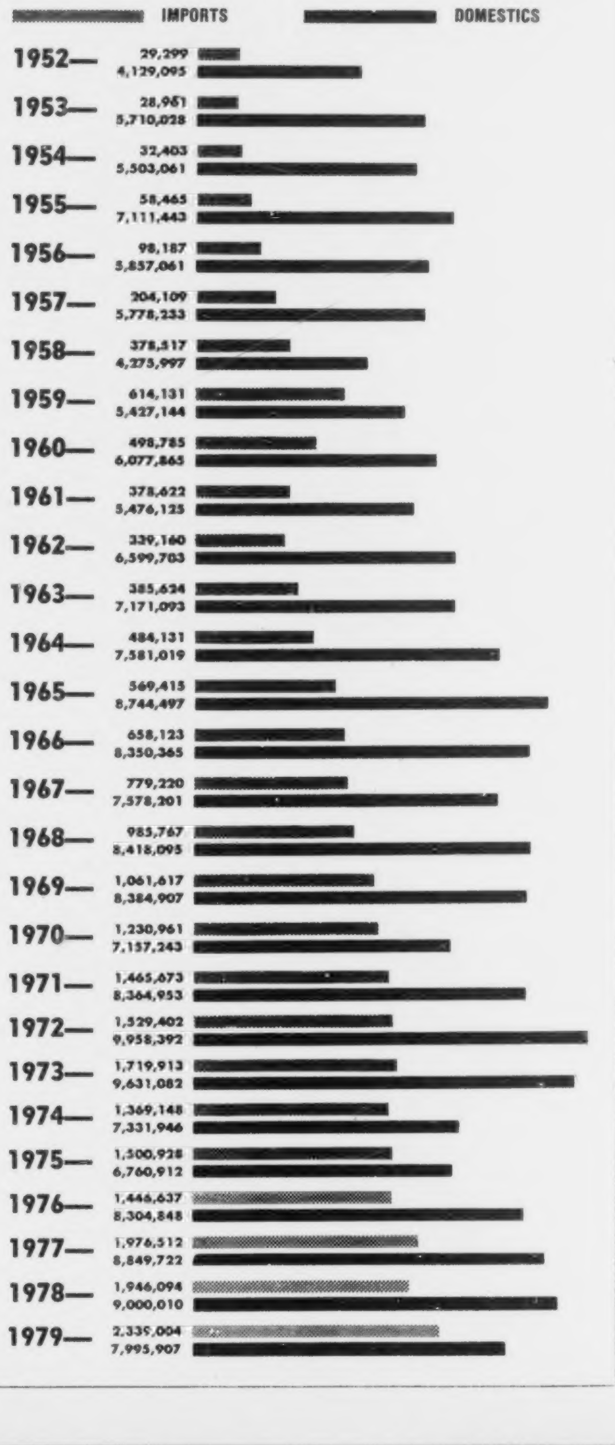
MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	——
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	——
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.61	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	——	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	——	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	——	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	——	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	——	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	——	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	——	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	——	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	——	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	——	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	——	0.08	7.31
1967	49.53	22.15	16.05	2.85	——	——	0.10	9.32
1968	46.73	23.70	16.25	2.76	——	——	0.08	10.48
1969	46.79	24.25	15.12	2.54	——	——	0.06	11.24
1970	39.73	26.42	16.09	3.03	——	——	0.05	14.68
1971	45.16	23.52	13.71	2.50	——	——	0.05	15.06
1972	44.40	24.39	13.80	2.83	——	——	0.05	14.53
1973	44.32	23.50	13.33	3.45	——	——	0.05	15.15
1974	41.89	24.96	13.56	3.79	——	——	0.06	15.74
1975	43.31	23.06	11.70	3.72	——	——	0.04	18.17
1976	47.22	22.45	12.91	2.53	——	——	0.05	14.84
1977	46.37	22.66	10.97	1.69	——	——	0.04	18.26
1978	47.67	22.91	10.16	1.44	——	——	0.05	17.78
1979	46.48	20.30	9.03	1.52	——	——	0.04	22.63

*—And predecessors


U.S. new-car sales, shares by market class, since 1974

U. S. NEW-CAR REGISTRATIONS, IMPORTS VS. DOMESTIC, SINCE 1952



MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - JANUARY, 1980 — BY YEAR, 1970 - 1979)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	20.84	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	10,641,099

*—Import yearly total adjusted in each grand total.

DOMESTIC SALES BY NAMEPLATE

U. S. NEW CARS

	1979 Total	1978 Total
1—Chevrolet	449,001	621,140
2—Cutlass Sup.	404,068	406,993
3—Chevette	375,724	247,088
4—Malibu	344,233	374,124
5—Fairmont	338,819	405,780
6—Citation/Nova	308,437	248,214
7—Mustang	304,053	199,760
8—Monte Carlo	265,877	355,058
9—Regal	249,379	248,543
10—Ford	245,565	332,930
11—Oldsmobile	223,699	273,384
12—Thunderbird	215,698	304,430
13—Cadillac	206,164	248,825
14—Camaro	204,742	260,201
15—Pinto	187,708	187,880
16—Grand Prix	175,573	224,195
17—Pontiac	171,301	209,536
18—Volare	167,091	210,125
19—Rabbit	166,839	23,017
20—Firebird	149,211	188,212
21—Horizon	146,740	118,993
22—Granada	141,737	219,026
23—Monza	141,564	158,127
24—LeSabre	129,554	190,414
25—Omni	124,378	89,497
26—XR-7	121,184	159,687
27—Aspen	117,777	157,308
28—Skylark	115,000	97,915
29—LeMans	114,993	125,020
30—Cutlass	114,092	113,286
31—LeBaron	99,588	125,558
32—Zephyr	99,335	120,781
33—Mercury	94,654	136,719
34—Capri	90,850	18,035
35—Sunbird	89,107	91,737
36—Electra	88,195	121,705
37—Chrysler	87,451	67,892
38—Concord	85,432	114,764
39—Phoenix	80,857	58,280
40—Eldorado	62,553	46,267
41—Century	62,210	74,813
42—Cordoba	61,801	105,442
43—Lincoln	60,797	97,009
44—Mark V/VI	56,888	75,731
45—Monarch	55,347	78,824
46—Spirit	54,356	24,412
47—Riviera	51,402	25,753
48—Omega	50,098	42,860
49—Toronado	46,845	28,039
50—Seville	45,317	55,721
51—Diplomat	45,131	60,656
52—Bobcat	44,674	30,2[illegible]
53—Corvette	38,631	42,247
54—Club Wagon	31,094*	45,964
55—St. Regis	28,303	5,238
56—LTD II	26,700	138,947
57—Sportsman	24,917*	44,376
58—Mirada/ Magnum	24,784	48,326
59—Sportvan	24,594*	43,582
60—Skyhawk	18,768	22,221
61—Starfire	18,611	18,351
62—Eagle	14,101	....
63—Versailles	13,586	15,747
64—Voyager	8,265*	13,895
65—Pacer	8,168	20,811
66—Cougar	3,955	35,251
67—Fury	2,681	60,378
68—Monaco	2,554	37,594
69—Gran Fury	746	980
TOTALS	8,315,622	9,307,998

*Passenger van sales are totals through Sept. 30, 1979.

MOTOR VEHICLE FACTORY SALES FROM PLANTS IN U. S., CANADA

	PLANTS IN UNITED STATES				PLANTS IN CANADA				
	U. S. Total	Exports to Canada	Other Exports	U. S. Domestic	Canada Total	Exports to U. S.	Other Exports	Canada Domestic	U. S. and Canada Total
PASSENGER CARS									
12 Months 1978	9,165,190	541,552	130,075	8,493,563	1,127,573	764,835	107,037	255,701	10,292,763
January 1979	737,115	38,378	13,936	684,801	91,569	62,785	6,406	22,378	828,684
February 1979	709,192	42,117	12,461	654,614	90,508	57,910	8,369	24,229	799,700
March 1979	882,968	62,043	14,917	806,008	108,725	64,804	10,602	33,319	991,693
April 1979	761,364	44,346	10,619	706,399	78,842	45,102	7,678	26,062	840,206
May 1979	921,557	66,457	13,220	841,880	98,671	54,270	7,903	36,498	1,020,228
June 1979	819,968	58,922	9,576	751,470	94,058	52,274	9,969	31,815	914,026
July 1979	587,031	38,291	7,913	540,827	61,307	32,344	6,778	22,185	648,338
August 1979	449,016	25,072	7,134	416,810	43,479	31,432	5,437	6,610	492,495
September 1979	629,678	51,097	21,550	557,031	77,093	44,992	7,869	24,232	706,771
October 1979	786,516	62,812	21,997	701,707	84,255	46,561	9,275	28,419	870,771
November 1979	640,783	51,904	14,680	574,199	80,771	51,488	5,376	23,907	721,554
December 1979	494,038	40,658	10,988	442,392	63,896	38,424	7,066	18,406	557,934
12 Months 1979	8,419,226	582,097	158,991	7,678,138	973,174	582,386	92,728	298,060	9,392,400
TRUCKS AND BUSES									
12 Months 1978	3,706,239	138,970	151,621	3,415,648	662,299	396,935	51,195	214,169	4,368,538
January 1979	312,321	13,297	10,680	288,344	59,759	40,637	970	18,152	372,080
February 1979	297,638	13,590	11,085	272,963	58,615	38,900	3,371	16,344	356,253
March 1979	354,307	17,577	11,094	325,636	76,639	46,282	6,180	24,177	430,946
April 1979	270,903	10,040	9,897	250,966	54,610	31,783	5,224	17,603	325,513
May 1979	329,156	19,078	12,387	297,691	68,977	40,172	5,939	22,866	398,133
June 1979	290,085	15,314	12,582	262,189	60,645	26,362	3,330	30,953	350,730
July 1979	218,876	13,824	7,348	197,704	34,929	8,564	4,276	22,089	253,805
August 1979	151,384	7,167	8,624	135,593	34,929	8,564	4,276	22,089	253,805
September 1979	198,249	10,006	11,992	176,251	50,034	26,522	4,062	19,450	248,283
October 1979	251,156	15,389	13,799	221,968	51,203*	25,681*	2,503	23,019	302,359*
November 1979	196,188	12,609	12,765	170,814	44,052	23,317	1,459	19,276	240,240
December 1979	166,443	10,503	14,978	140,962	39,378	20,975	1,888	16,515	205,821
12 Months 1979	3,036,706	158,394	137,231	2,741,081	633,075	348,231	43,861	240,983	3,669,781
TOTAL MOTOR VEHICLES									
12 Months 1978	12,871,429	680,522	281,696	11,909,211	1,789,872	1,161,770	158,232	469,870	14,661,301
January 1979	1,049,436	51,675	24,616	973,145	151,328	103,422	7,376	40,530	1,220,764
February 1979	1,006,830	55,707	23,546	927,577	149,123	96,810	11,740	40,573	1,155,953
March 1979	1,237,275	79,620	26,011	1,131,644	185,364	111,086	16,782	57,496	1,422,639
April 1979	1,032,267	54,386	20,516	957,365	133,452	76,885	12,902	43,665	1,165,719
May 1979	1,250,713	85,535	25,607	1,139,571	167,648	94,442	13,842	59,364	1,418,361
June 1979	1,110,053	74,236	22,158	1,013,659	154,703	78,636	13,299	62,768	1,264,756
July 1979	805,907	52,115	15,261	738,531	96,236	40,908	11,054	44,274	902,143
August 1979	600,400	32,239	15,758	552,403	77,713	50,468	10,096	17,149	678,113
September 1979	827,927	61,103	33,542	733,282	127,127	71,514	11,931	43,682	955,054
October 1979	1,037,672	78,201	35,796	923,675	135,458*	72,242*	11,778	51,438	1,173,130*
November 1979	836,971	64,513	27,445	745,013	124,823	74,805	6,835	43,183	961,194
December 1979	660,481	51,161	25,966	583,354	103,274	59,399	8,954	34,921	763,755
12 Months 1979	11,455,932	740,491	296,222	10,419,219	1,606,249	930,617	136,589	539,043	13,062,181

*—Revised

SOURCE: Motor Vehicle Manufacturers Assn.

NAMEPLATE SALES PER U. S. OUTLET

1979 pos	Nameplate	1978 pos.
1—64	Chevette	42— 1
2—50	Horizon	39— 2
3—45	Omni	32— 3
4—34	Pinto	30— 4
5—33	Spirit	15— 8
6—28	Sunbird	29— 5
7—24	Monza	27— 6
8—15	Bobcat	10— 9
9— 6	Skyhawk	7—10
10— 5	Starfire	6—11

Compact

1979 pos.	Nameplate	1978 pos.
1—62	Fairmont	73— 1
2—56	Volare	69— 3
3—55	Mustang	12—14
4—52	Nova/Citation	42— 7
5—51	Concord	71— 2
6—46	Firebird	58— 4
7—43	Aspen	56— 5
8—37	Skylark	32—10
9—35	Camaro	44— 6
10—34	Zephyr	40— 8
11—30	Capri	6—16
12—25	Granada	39— 9
12—25	Phoenix	18—12
14—19	Monarch	27—11
15—15	Omega	12—14
16— 8	Eagle	*
17— 5	Pacer	13—13

*—New nameplate in 1979.

Compact Vans**

1979 pos.	Nameplate	1978 pos.
1— 9	Sportsman	15— 1
2— 5	Club Wagon	8— 2
3— 4	Sportvan	7— 3
4— 3	Voyager	4— 4

**—Sales include period Jan. 1, 1979-Sept 30, 1979.

Intermediate

1979 pos.	Nameplate	1978 pos.
1—121	Cutlass Supreme	123— 1
2— 81	Regal	82— 2
3— 58	Malibu	62— 4
4— 55	Grand Prix	70— 3
4— 55	Monte Carlo	60— 5
6— 41	XR-7	54— 7
7— 39	Thunderbird	55— 6
8— 36	LeMans	38— 8
9— 34	Cutlass	34—10
10— 30	LeBaron	38— 8
11— 21	Century	24—13
12— 19	Cordoba	32—11
13— 16	Diplomat	21—14
14— 9	Magnum	18—16
15— 5	LTD II	25—12
16— 1	Cougar	12—18

Standard

1979 pos.	Nameplate	1978 pos.
1—76	Chevrolet	104— 1
2—68	Oldsmobile 88	82— 2
3—53	Pontiac	64— 3
4—45	Ford	60— 5
5—43	LeSabre	63— 4
6—32	Mercury	46— 6
7—29	Electra	40— 7
8—27	Chrysler	20— 9
8—27	Oldsmobile 98	37— 8
10—10	Dodge	2—10

Luxury

1979 pos.	Nameplate	1978 pos.
1—126	Cadillac	153— 1
2— 38	Eldorado	29— 5
3— 37	Lincoln	60— 2
4— 35	Mark V/VI	47— 3
5— 27	Seville	34— 4
6— 16	Riviera	8— 7
7— 14	Toronado	8— 7
8— 8	Versailles	10— 6
9— 6	Corvette	7— 9

1958-1979

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622

SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Chevrolet	364	394	381	350	302	332	408	352	355	268
Oldsmobile	286	302	294	272	192	158	241	208	200	139
Ford	269	326	335	308	276	318	380	345	337	323
Pontiac	241	277	249	233	155	151	244	204	204	163
Buick	234	256	245	244	171	141	224	198	206	160
Cadillac	193	215	207	190	166	138	178	150	154	101
Mercury	172	195	172	143	119	117	145	133	119	116
Dodge	133	158	162	166	117	149	186	166	167	158
Plymouth	110	133	143	174	127	176	216	187	185	186
AMC	97	105	112	140	177	176	205	141	114	109
Lincoln	80	115	112	76	62	56	76	60	45	41
Chrysler	76	89	96	86	70	36	51	52	48	44

1973-1979 figures are based on retail sales. Figures for prior years are based on R. L. Polk registrations.

TOTAL PASSENGER CARS IN U. S. OPERATION, MAKES BY YEAR MODELS

(As of July 1, 1979)

MAKE	July 1 Totals	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	968	1967	1966	1965	1964	Prior to '64	Yr. not Given
American Motors	2732835	93518	149214	173172	264275	220113	400394	295783	219551	165570	149044	134186	103442	60063	66483	65645	52326	114543	513
Buick	6894938	499672	725460	766024	654025	429819	404533	676949	541543	400056	444733	398006	271434	186679	139211	121318	80356	155020	100
Cadillac	2928158	244460	320218	323402	288366	217815	206744	255637	215746	141138	170472	134970	111692	75792	63466	41984	27310	88768	178
Chevrolet	22775024	1576313	2200738	2124991	1880380	1539761	1984576	2087734	1827242	1276561	1293592	1138967	938044	652168	584148	432331	350042	886456	980
Chrysler	2311337	156291	288436	316272	229639	193807	84232	175190	147642	117595	105452	127339	105474	68983	70215	43985	24586	56041	158
Dodge	5593002	273568	473108	521299	423159	374106	526977	537804	491550	391768	316092	295334	259818	180756	176833	125276	78203	111144	207
Ford	19272108	1158342	1855864	1615535	1620134	1305094	1778799	1851933	1642370	1311692	1185176	807387	697791	573173	561954	457594	227144	620530	1596
Imperial	98645	....	....	....	....	6436	10915	12817	11218	7913	7158	10929	7312	6577	4032	3497	3706	6071	64
Lincoln	1095685	123135	150209	166907	107164	85184	76926	104370	75424	44093	36354	39203	17856	16278	16477	8754	6329	20902	120
Mercury	4172210	374492	545071	439951	391433	312922	309023	377868	316309	229913	175035	178163	142257	100178	64608	58075	46099	110344	469
Oldsmobile	7865987	737193	916922	1002890	774258	527122	506263	764440	599951	411726	415481	345571	259751	182311	139598	108051	66552	107736	171
Plymouth	6160754	248171	419099	486142	458694	374977	614579	691556	569246	475416	413171	340911	304296	205895	186820	140840	78981	151751	209
Pontiac	7317874	594360	803889	793042	637166	429063	478613	751300	550877	418088	428804	407219	328169	232235	166315	113727	69827	114973	207
Studebaker	41590	....	....	....	....	....	....	....	....	....	....	....	....	....	1366	1671	4311	34010	232
Miscellaneous	15416360	1208242	1850395	1489661	1474195	973866	1621214	1345375	1222538	1181255	768373	675628	446990	320825	218485	151413	107722	351621	8562
TOTALS	104676507	7287757	10698623	10219288	9202888	6990085	9003788	9964756	8431207	6572784	5908937	5033813	3999326	2861913	2460011	1874161	1223494	2929910	13766

The statistics for the state of Oklahoma and Pennsylvania have been estimated

Compiled from official State Records by R. L. Polk & Co. Supplied to subscribers for internal use. Resale, republishing of sharing prohibited.

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,334,911
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1974	8,701,094
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,989

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,467,910
1976	3,058,009
1973	3,029,074
1974	2,656,918
1972	2,513,952
1975	2,397,417
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

Continued from Page 12

data by nameplate back to 1931.

When using tables in this section, readers are advised to note the difference between "sales" and "registrations." Sales are reported by the companies based on deliveries to their dealers. Registrations are cars actually registered in the 50 states, and the District of Columbia and by the Federal Government.

The main difference is that registrations are broken out into greater detail than sales—for example, by models or by states.

Researchers using new-car figures are advised to stick to using either sales or registration data throughout. Mixing of the figures could lead to confusion.

The table at the top of this page, Total Passenger Cars in U. S. Operation, is based on registrations, as is the table below, U. S. Auto Scrappage since 1950.

PRODUCTION VERSUS REGISTRATIONS BY MAKES IN U. S. FOR 1979

PASSENGER CARS

	Total 1979 Production	Percent of Total Production	Percent of Production Registered	Total 1979 Registrations	Percent of Total 1979 Registrations
AMERICAN MOTORS	184,636	2.19	84.90	156,753	1.52
CHRYSLER	934,632	11.10	99.87	933,397	9.03
Chrysler	181,427	2.16	134.29	243,643	2.36
Dodge	380,745	4.52	96.39	367,002	3.55
Plymouth	372,461	4.42	86.65	322,752	3.12
FORD	2,037,185	24.20	102.98	2,097,941	20.30
Ford	1,375,775	16.34	107.05	1,472,724	14.25
Lincoln	151,960	1.81	84.30	128,097	1.24
Mercury	509,450	6.05	97.58	497,120	4.81
GENERAL MOTORS	5,083,957	60.39	94.48	4,803,166	46.47
Buick	787,123	9.35	87.19	686,315	6.64
Cadillac	345,794	4.11	88.97	307,652	2.97
Chevrolet	2,214,955	26.31	95.00	2,104,213	20.36
Oldsmobile	1,004,515	11.93	92.70	931,170	9.01
Pontiac	731,570	8.69	105.77	773,816	7.49
VOLKSWAGEN	173,192	2.06	—	—	—
MISCELLANEOUS U.S.	4,766	0.06	—	2,343,654	22.68
TOTAL	8,418,369	100.00	122.77	10,334,911	100.00

U. S. AUTO SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars In Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars In Use	Scrappage % of New Cars Regis During Period	Scrappage % of Cars In Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,767,507	1,719,794	10,899,335	9,179,541	1.7	84.2	8.8

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Production: Battered by weather; oil crisis and inflation, U.S. car output declines in 1979

By Marjorie Sorge
Staff Correspondent

Although the bottom didn't fall out of U. S. auto production in 1980, there wasn't much good news in the last half of the year as sagging sales caused output to drop far below year ago levels.

In 1979 the auto makers assembled 8,418,369 units, down 8.83 percent from the 9,233,430 built in 1978. It was the lowest year since 1975 recession period when the industry completed 6,740,584 units.

While the first quarter of the year was above the 1978 period, 2,415,422 compared to 2,282,094 respectively, the last three periods suffered declines.

The second quarter total was 2,485,124, down 7.16 percent from the period year's 2,676,759. The third quarter showed a drop of 7.12 percent to 1,651,965 from 1,778,607. The final period showed the largest drop falling 22.75 percent to 1,865,858 from 2,415,441.

Again last year both the standard and intermediate classes dropped substantially in output. The intermediates dropped 23.41 percent to 2,155,739 from 2,814,612. The standards declined 16.62 percent to 1,591,287 from 1,908,511.

The subcompact class jumped ahead by 14.57 percent to 1,511,342 from 1,319,166 while the compacts were up 1.36 percent to 2,502,098 from 2,468,439. The luxury cars also improved by 2.39 percent to 657,903 from 642,571.

Again, high interest, high car prices and soaring gas costs were the chief reasons for the improvements in the subcompact and compact market.

Of the auto makers only American Motors, Volkswagen and Checker recorded an increase in production. VWoA, concluding its first complete year as a domestic auto maker, jumped 330.89 percent to 173,192 from 40,194. AMC was up 12.34 percent to 184,636 from 164,351 and Checker rose 12.80 percent to 4,766 from 4,225.

VWoA had captured the Number Four auto makers spot from AMC during the first three months of

Continued on Page 26, Col. 2

1979 U. S. car production totals, makes and months

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
AMERICAN MOTORS	8,068	9,066	10,884	28,018	12,680	17,081	19,790	49,551	8,256	22,270	20,688	51,214	24,194	17,032	14,627	55,853	184,636
Eagle	....	....	....	....	....	....	....	....	295	5,269	4,272	9,836	5,946	5,175	5,006	16,127	25,963
Concord	4,777	5,396	7,552	17,725	8,610	9,742	11,281	29,633	3,996	7,610	7,869	19,475	8,919	7,182	5,647	21,748	88,581
Pacer	712	750	770	2,232	809	457	394	1,660	162	439	377	978	414	393	52	859	5,729
Spirit	2,579	2,920	2,562	8,061	3,261	6,882	8,115	18,258	3,803	8,952	8,170	20,925	8,915	4,282	3,922	17,119	64,363
CHRYSLER CORP.	83,363	83,823	89,886	257,072	62,482	118,720	107,022	288,224	59,697	49,876	73,491	183,064	88,737	68,309	49,227	206,273	934,633
Plymouth Total	28,096	34,705	34,308	97,109	25,952	47,281	41,164	114,397	23,060	21,786	29,869	74,715	36,759	28,634	20,847	86,240	372,461
Horizon	14,947	15,207	15,392	45,546	9,992	16,789	13,846	40,627	13,324	15,274	12,959	41,557	16,919	14,430	10,886	42,235	169,965
Voyager	1,690	1,248	1,299	4,237	602	996	886	2,484	227	....	221	448	....	....	....	....	7,169
Volare	11,196	17,508	16,941	45,645	14,772	28,158	24,932	67,862	9,158	5,301	14,338	28,797	17,536	12,445	8,417	38,398	180,702
'80 Gran Fury	....	....	....	....	....	....	....	....	....	894	1,302	2,196	1,147	954	1,115	3,216	5,412
Caravelle	263	742	676	1,681	586	1,338	1,500	3,424	351	317	1,049	1,717	1,157	805	429	2,391	9,213
Chrysler Total	19,910	13,978	18,172	52,060	9,736	24,987	24,122	58,845	13,313	8,240	15,450	37,003	14,924	10,663	7,932	33,519	181,427
Chrysler	11,155	6,277	8,421	25,853	1,544	10,027	10,258	21,829	11,135	1,733	5,748	21,616	3,021	2,750	2,680	8,451	77,749
LeBaron	8,755	7,701	9,751	26,207	8,192	14,960	13,864	37,016	2,178	3,507	9,702	15,387	11,903	7,913	5,252	25,068	103,678
Dodge Total	35,357	35,140	37,406	107,903	20,794	46,452	41,736	114,982	23,324	9,850	28,172	71,346	37,054	29,012	20,448	86,514	380,745
Omni	11,489	12,561	15,131	39,181	9,800	15,501	12,981	38,282	12,183	11,911	10,225	34,319	14,595	12,713	9,018	36,326	148,108
St. Regis	6,232	1,847	1,309	9,388	654	3,584	3,311	7,549	2,515	1,560	1,643	5,718	1,134	962	1,095	3,191	25,846
Diplomat	4,613	4,325	5,294	14,232	3,646	5,370	5,894	14,910	902	2,042	5,069	8,013	6,560	4,115	2,780	13,455	50,610
Sportsman	4,969	4,251	4,682	13,902	2,234	3,990	2,419	8,643	500	....	1,246	1,746	....	....	....	....	24,291
Aspen	8,054	12,156	10,990	31,200	10,460	18,007	17,131	45,598	7,224	1,337	9,989	21,550	14,765	11,222	7,555	33,542	131,890
FORD MOTOR	237,540	192,736	229,088	659,364	181,704	235,006	170,277	586,987	129,091	146,974	150,787	426,852	168,722	119,586	75,674	363,982	2,037,185
Ford Division	152,232	121,388	145,709	419,329	115,101	152,563	123,552	391,216	100,944	108,603	105,394	314,941	115,755	83,676	50,858	250,289	1,375,775
Pinto	13,733	14,752	19,019	47,504	14,594	18,218	18,279	51,091	15,835	14,778	14,090	44,703	15,208	7,173	6,940	29,321	172,619
Mustang/Mustang II	34,388	32,905	35,733	103,026	29,128	34,365	35,347	98,840	32,494	29,019	31,736	93,249	34,111	26,099	10,032	70,242	365,357
Fairmont	17,437	9,412	16,587	43,436	12,067	24,391	21,355	57,813	19,777	22,089	16,805	58,671	22,960	14,808	16,073	53,841	213,761
Club Wagon	4,811	3,681	4,517	13,009	3,668	4,151	2,475	10,294	1,830	2,060	3,155	7,045	....	....	....	....	30,348
Granada	16,651	9,966	13,799	40,416	13,903	19,463	11,532	44,898	10,586	15,261	7,919	33,766	9,666	7,474	3,182	20,322	139,402
LTD II	4,014	4,025	4,165	12,204	3,480	4,324	2,659	10,463	....	....	....	....	....	....	....	....	22,667
Thunderbird	24,852	30,803	33,997	89,652	26,328	32,987	23,089	82,404	8,806	14,298	18,644	41,748	23,601	17,552	9,494	50,647	264,451
Ford	36,346	15,844	17,892	70,082	11,933	14,664	8,816	35,413	11,616	11,098	13,045	35,759	10,209	10,570	5,137	25,916	167,170
L-M Division	85,308	71,348	83,379	240,035	66,603	82,443	46,725	195,771	28,147	38,371	45,393	111,911	52,967	35,910	24,816	113,693	661,410
Mercury Total	65,335	53,501	63,631	182,467	49,445	64,563	42,838	156,846	27,242	29,877	33,559	90,678	36,463	25,078	17,918	79,459	509,450
Bobcat	3,883	3,890	4,314	12,087	3,582	5,641	4,948	14,171	4,309	3,783	3,613	11,705	3,416	887	1,108	5,411	43,374
Capri	9,861	9,517	11,060	30,438	8,288	10,585	10,779	29,652	9,296	7,631	8,727	25,654	12,433	5,693	3,224	21,350	107,094
Zephyr	5,567	4,063	5,745	15,375	6,076	9,091	5,390	20,557	4,573	4,790	3,509	12,872	5,027	4,407	4,599	14,033	62,837
Monarch	9,094	5,724	7,772	22,590	6,011	9,530	3,211	18,752	3,322	4,500	2,675	10,497	3,356	3,240	1,375	7,971	59,810
Cougar/XR7	20,421	17,163	20,586	58,170	16,151	19,078	11,559	46,788	54	4,591	7,995	12,640	9,669	5,684	2,447	17,800	135,398
Mercury	16,509	13,144	14,154	43,807	9,337	10,638	6,951	26,926	5,688	4,582	7,040	17,310	2,562	5,167	5,165	12,894	100,937
Lincoln Total	19,973	17,847	19,748	57,568	17,158	17,880	3,887	38,925	905	8,494	11,834	21,233	16,504	10,832	6,898	34,234	151,960
Lincoln	9,496	8,798	9,861	28,155	8,843	9,206	1,987	20,036	407	4,083	5,637	10,127	7,362	3,974	2,129	13,465	71,783
Versailles	2,703	1,835	1,898	6,436	1,081	1,076	241	2,398	112	640	648	1,400	581	806	243	1,630	11,864
Mark V	7,774	7,214	7,989	22,977	7,234	7,598	1,659	16,491	386	3,771	5,549	9,706	8,561	6,052	4,526	19,139	68,31
GENERAL MOTORS	446,848	443,067	542,409	1,432,324	454,776	545,008	515,386	1,515,170	375,082	214,636	360,299	950,017	479,085	407,510	299,851	1,186,446	5,083,95
Buick Division	67,126	65,102	79,111	211,339	70,322	85,094	78,245	233,661	41,876	34,565	57,028	133,469	79,136	74,231	55,287	208,654	787,123
Skyhawk	1,849	2,158	2,655	6,662	1,417	2,429	2,476	6,322	1,557	2,163	1,588	5,308	3,649	2,339	435	6,423	24,715
Skylark/79-80	356	3,820	6,449	10,625	6,692	10,591	12,589	29,872	13,322	13,137	11,880	38,339	15,124	14,652	12,987	42,763	121,59
Century	4,743	4,361	4,670	13,774	4,633	5,887	5,029	15,549	2,991	2,778	6,904	12,673	10,409	10,804	9,979	31,192	73,188
Regal	24,337	21,280	27,720	73,337	25,079	29,409	27,638	82,126	16,854	11,425	17,617	45,896	22,555	20,021	13,437	56,013	257,372
Buick	29,582	27,986	31,094	88,662	26,315	29,968	24,450	80,733	7,152	4,425	15,447	27,024	20,918	20,403	14,480	55,801	252,220
Riviera	6,259	5,497	6,523	18,279	6,186	6,810	6,063	19,059	....	637	3,592	4,229	6,481	6,012	3,969	16,462	58,029
Cadillac Division	39,401	37,521	42,699	119,621	33,760	39,954	34,068	107,782	13,764	1,875	20,370	36,009	31,693	28,211	22,478	82,382	345,794
Seville	5,831	4,982	5,150	15,963	3,987	4,857	4,041	12,885	1,726	146	2,332	4,204	5,836	5,478	3,929	15,243	48,295
Cadillac	25,229	25,209	28,850	79,288	22,219	26,761	22,623	71,603	12,038	843	13,989	26,870	21,084	18,183	13,930	53,197	230,958
Eldorado	8,341	7,330	8,699	24,370	7,554	8,336	7,404	23,294	....	886	4,049	4,935	4,773	4,550	4,619	13,942	66,541
Chevrolet Division	184,342	183,972	232,543	600,857	189,998	226,696	217,532	634,226	194,209	123,191	166,087	483,487	206,284	157,838	132,263	496,385	2,214,955
Chevette	28,213	23,483	34,235	85,931	36,597	43,135	42,163	121,895	44,093	28,158	36,735	108,986	40,040	29,846	26,929	96,815	413,627
Monza	14,538	12,951	14,410	41,899	9,274	15,368	14,289	38,931	10,749	14,553	13,453	38,755	16,790	12,607	8,992	38,389	157,974
Camaro	27,478	25,248	28,049	80,775	23,138	26,899	26,488	76,525	23,445	9,930	16,394	49,769	22,175	15,525	13,104	50,804	257,873
Nova/Citation	544	9,145	22,656	32,345	23,959	30,305	32,042	86,306	32,798	36,305	29,671	98,774	35,511	37,498	30,938	103,947	321,372
Sportvan	2,929	2,446	2,983	8,358	2,074	3,128	1,880	7,082	940	504	1,450	2,894	....	....	....	....	18,334
Malibu/Chevelle	31,484	27,353	33,183	92,020	30,947	33,461	30,580	94,988	31,649	14,569	25,034	71,252	30,400	19,396	14,711	64,507	322,767
Monte Carlo	29,367	26,722	32,097	88,186	15,351	17,823	17,707	50,881	17,031	8,051	15,780	40,862	21,235	15,101	10,778	47,114	227,043
Chevrolet	45,498	52,691	60,545	158,734	44,899	52,210	48,239	145,348	29,390	6,571	24,186	60,147	35,877	23,789	23,502	83,168	447,397
Corvette	4,291	3,933	4,385	12,609	3,759	4,367	4,144	12,270	4,114	4,550	3,384	12,048	4,256	4,076	3,309	11,641	48,568
Oldsmobile Division	88,374	91,279	108,819	288,472	95,519	115,714	109,420	320,653	69,772	25,508	70,353	165,633	92,239	89,112	48,406	229,757	1,004,515
Starfire	1,920	1,584	1,979	5,483	1,076	2,002	1,957	5,035	1,460	355	1,764	3,519	2,494	2,323	1,361	6,178	20,275
Omega 79-80	....	1,970	3,475	5,445	3,095	5,072	5,644	13,811	6,158	5,825	5,860	17,843	6,891	7,205	6,639	20,735	57,834
Cutlass	40,296	42,891	51,550	134,737	48,389	59,021	56,471	163,881	40,353	15,987	41,969	98,309	49,825	40,965	19,825	110,615	507,542
Oldsmobile	39,893	39,334	45,289	124,516	37,447	43,566	39,972	120,985	21,801	2,759	17,449	42,009	27,635	33,419	16,748	77,802	365,312
Toronado	6,265	5,500	6,526	18,291	5,512	6,053	5,376	16,941	....	582	3,311	3,893	5,394	5,200	3,833	14,427	53,552
Pontiac Division	67,605	65,193	79,237	212,035	65,177	77,550	76,121	218,848	55,461	29,497	46,461	131,419	69,733	58,118	41,417	169,268	731,570
Acadian*	1,506	1,846	2,428	5,780	1,700	1,481	2,081	5,262	920	525	1,336	2,781	1,304	995	1,011	3,310	17,133
Sunbird	8,498	8,566	9,877	26,941	5,965	10,312	9,527	25,804	6,955	9,737	8,190	24,882	11,680	8,678	8,012	28,370	105,997
Phoenix 79-80	....	962	7,235	8,197	8,355	8,271	8,883	25,509	9,055	9,962	7,588	26,605	9,437	10,055	8,316	27,808	88,119
Firebird	20,562	18,929	21,016	60,507	17,456	20,100	19,752	57,308	17,431	7,592	12,877	37,900	17,252	11,718	9,348	38,318	194,033
LeMans	10,025	8,400	10,249	28,674	8,309	8,964	8,732	26,005	6,600	1,655	6,870	15,125	8,458	6,076	4,314	18,848	88,652
Grand Prix	8,902	9,133	9,348	27,383	8,890	10,917	10,588	30,395	6,340	5	4,536	10,881	10,075	9,587	4,837	24,499	93,158
Pontiac	18,112	17,357	19,084	54,553	14,502	17,505	16,558	48,565	8,160	21	5,064	13,245	11,527	11,009	5,579	28,115	144,478
VOLKSWAGEN	10,580	9,768	17,162	37,510	11,256	18,912	13,756	43,924	11,237	11,148	17,230	39,615	22,544	14,566	15,033	52,143	173,192
CHECKER	440	348	346	1,134	350	471	447	1,268	402	445	356	1,203	561	343	257	1,161	4,766
Total Cars U. S.	786,839	738,808	889,775	2,415,422	723,248	935,198	826,678	2,485,124	583,765	445,349	622,851	1,651,965	783,843	627,346	454,669	1,865,858	8,418,369

*—The Chrysler Sportsman and Voyager, Ford Club Wagon and GM Sportvan are listed as trucks beginning in October.

1979 CROSS BORDER AUTO SHIPMENTS

	Cars Built in Canada for Sale in U.S.	Cars Built in U.S. for Sale in Canada
AMERICAN MOTORS	——	23,657
Spirit	——	9,634
Concord	——	10,717
Pacer	——	756
Eagle	——	2,550
CHRYSLER CORP.	108,197	124,782
Chrysler Total	83,537	66,391
Cordoba	64,129	——
Horizon	——	20,163
Volare	——	21,364
Gran Fury	——	1,889
LeBaron	——	9,564
Chrysler	19,408	13,411
Dodge Total	24,660	58,391
Magnum	9,053	——
Mirada	15,607	——
Omni	——	20,271
Sportsman	——	1,966
Aspen	——	16,184
Diplomat	——	18,179
St. Regis	——	1,791
FORD	236,620	157,439
Ford Division	183,562	91,166
Ford	48,013	——
LTD	——	984
LTD II	——	3,811
Thunderbird	1,752	26,319
Club Wagon	——	2,494
Granada	——	15,505
Fairmont	113,201	7,410
Pinto	20,596	10,006
Mustang	——	24,657
L-M Division	53,058	66,253
Mercury Total	53,004	56,607
Marquis	——	16,237
Cougar	——	508
Cougar XR-7	——	10,207
Monarch	——	8,535
Zephyr	49,497	4,871
Bobcat	3,507	5,405
Capri	——	10,844
Lincoln Total	54	9,646
Lincoln	——	5,204
Mark VI	54	3,897
Versailles	——	545
GENERAL MOTORS	335,324	276,199
Chevrolet Division	138,221	120,880
Chevrolet	59,655	1
Corvette	——	6,092
Monte Carlo	29,463	91
Malibu	49,103	7,477
Camaro	——	24,440
Citation	——	24,513
Monza	——	11,906
Chevette	——	29,234
Acadian	——	17,126
Pontiac Division	163,620	47,550
Pontiac	42,416	1
Grand Prix	86,071	——
LeMans	35,133	5,968
Firebird	——	19,343
Phoenix	——	14,144
Sunbird	——	8,094
Oldsmobile Division	30,315	43,577
Oldsmobile	——	29,368
Toronado	——	3,263
Cutlass	30,315	3,554
Omega	——	7,392
Buick Division	3,168	50,222
Buick	——	18,002
Riviera	——	2,806
Century/Regal	——	16,524
Skylark	3,168	9,920
Skyhawk	——	2,970
Cadillac Division	——	13,970
Cadillac	——	9,621
Eldorado	——	2,751
Seville	——	1,598
CHECKER	——	24
VOLVO	2,791	——
TOTAL CARS	682,932	582,101

Continued from Page 24

1979 but lost the position later in the year as the market changed to AMC's small cars.

Ford had the largest drop, 20.34 percent to 2,037,185 from 2,557,197. Chrysler fell 17.01 percent to 934,633 from 1,126,168 and GM declined 3.37 percent to 5,083,957 from 5,216,164.

For the 1979 run several models were scratched from the lineup. AMC pulled the Gremlin, AMX and Matador; Chrysler the Fury, and Monaco; Ford the LTD II, and GM, the Nova.

New to the lineup were the AMC Spirit and Eagle; the Chrysler Gran Fury and St. Regis; and the Ford Cougar XR-7. GM's new X-cars, the Chevrolet Citation (replacing the Nova), the Buick Skylark, Oldsmobile Omega and Pontiac Phoenix made the biggest news during the year. The new front - wheel - drive fuel efficient cars sold well after their April introduction and, although the industry has been in a recession, those vehicles continue to be in heavy demand.

The top industry nameplate was the Oldsmobile Cutlass with 507,542 and 6.03 percent of the total output.

Top AMC model was the Spirit with output of 64,363 and 0.76 percent of the total production. Chrysler's Volare was its best model with 180,702 units and 2.15 percent of the total.

Ford's Mustang II was its best nameplate with 365,357 units and 4.34 percent of the total.

Breakdown for the 1979 calendar year by company was: GM, 60.39 percent; Ford 24.20 percent; Chrysler 11.10 percent; AMC, 2.19 percent; VWoA 2.06 percent, and Checker, 0.06 percent.

Lineup of U. S., Canadian assembly plants

WHERE '80 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis.	Eagle, Concord, Pacer, Spirit, AMX

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon
Hamtramck, Mich.	Volare, Aspen
Lynch Rd., Detroit	Newport, New Yorker, St. Regis, Grand Fury
Newark, Del.	Volare, Aspen
St. Louis	LeBaron, Diplomat, Caravelle

FORD MOTOR CO.

Atlanta	Ford
Chicago	Thunderbird
Dearborn	Mustang, Capri
Kansas City	Fairmont, Zephyr
Lorain, O.	Cougar, XR-7, Thunderbird
Los Angeles	Ford
Louisville	Ford
Mahwah, N. J.	Fairmont, Zephyr
Metuchen, N. J.	Pinto, Bobcat
St. Louis	Mercury
San Jose, Calif.	Mustang, Capri
Wayne, Mich.	Granada, Monarch, Versailles
Wixom, Mich.	Lincoln, Mark VI

GENERAL MOTORS

Arlington, Tex.	Malibu, Monte Carlo, Cutlass
Baltimore	Malibu, Monte Carlo, LeMans
Detroit	Cadillac
Doraville, Ga.	Malibu, Monte Carlo, Cutlass
Fairfax, Kan.	Buick, Oldsmobile, Pontiac
Flint	Century, Regal, LeSabre, Electra
Framingham, Mass.	Century, Regal, Cutlass
Fremont, Calif.	Century, Regal, Malibu, Monte Carlo
Janesville, Wis.	Chevrolet
Lakewood, Ga.	Chevette
Lansing	Cutlass, Delta 88 and 98
Leeds, Mo.	Malibu, Monte Carlo
Linden, N. J.	Riviera, Toronado, Eldorado, Seville
Lordstown, O.	Sunbird*, Skyhawk, Monza, Starfire
Norwood, O.	Camaro, Firebird
Pontiac	LeMans, Grand Prix, Pontiac
Oklahoma City	Citation, Phoenix
St. Louis	Chevrolet, Corvette
South Gate, Calif.	Chevrolet, Cadillac deVille
Tarrytown, N. Y.	Citation, Phoenix, Skylark
Van Nuys, Calif.	Camaro, Firebird
Willow Run, Mich.	Skylark, Citation, Omega
Wilmington, Del.	Chevette

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

CHECKER MOTORS

Kalamazoo, Mich.	Checker

Canada

Chrysler	Windsor, Ont.	Cordoba, Mirada
Ford	Oakville, Ont.	Ford
	St. Thomas, Ont.	Fairmont, Zephyr, Pinto, Bobcat
General Motors	Oshawa, Ont.	Monte Carlo, Malibu, Pontiac, LeMans
	St. Therese, P.Q.	Cutlass, Grand Prix
Volvo	Halifax, N. S.	Volvo

*—Starfire and Sunbird will be discontinued in January, 1980.

Lineup of U. S., Canadian assembly plants

WHERE '80 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Baltimore	light Chevrolet and GMC trucks
Detroit	light Chevrolet and GMC trucks
Flint	light Chevrolet and GMC trucks
Fremont, Calif.	light Chevrolet and GMC trucks
Janesville, Wis.	light Chevrolet and GMC trucks
Lakewood, Ga.	light Chevrolet and GMC trucks
Lordstown, O.	Chevrolet and GMC vans
Pontiac	vans, medium and heavy Chevrolet and GMC trucks; buses
St. Louis	light Chevrolet and GMC trucks

CHRYSLER CORP.

Warren, Mich.	light Dodge trucks
Missouri	light Dodge trucks, vans
Jefferson Ave., Detroit	light Dodge trucks

FORD MOTOR CO

Kansas City	light trucks
Kentucky	medium, heavy, extra heavy trucks
Lorain, O.	vans
Louisville	light trucks
Michigan	light trucks
Norfolk, Va.	light trucks
Ohio	vans
San Jose, Calif	light trucks
Twin Cities	light trucks

INTERNATIONAL HARVESTER

Fort Wayne, Ind.	light and heavy trucks
Springfield, O.	medium trucks
Wagner, Okla.	heavy trucks*

MACK

Allentown, Pa.	heavy Mack trucks
Hayward, Calif.	heavy Mack trucks
Macungie, Pa.	heavy Mack trucks

WHITE

Exton, Pa.	heavy Autocar trucks
New River Valley, Va.	heavy Autocar K and White trucks
Ogden, Utah	heavy Western Star (cab-over only), Autocar K and White trucks

JEEP

Toledo	light trucks

AM GENERAL CORP.

South Bend	military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	light trucks**

Canada

American Motors	Brampton, Ont.	light trucks
Chrysler	Windsor, Ont.	light trucks
Ford	Oakville, Ont.	vans, light and medium trucks
General Motors	Oshawa, Ont.	light trucks
	Scarborough, Ont.	vans
International Harvester	Chatham, Ont.	medium, heavy trucks; buses
	Vancouver, B. C.	extra heavy trucks
Mack	Oakville, Ont.	heavy trucks
White	Kelowna, B. C.	heavy Western Star

*—Production begins in spring of '80.
**—Beginning Oct. 29, 1979.

U. S. CALENDAR YEAR OUTPUT

BY SIZE CLASSIFICATION

SUBCOMPACTS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	413,627	Chevette	301,615	1
2	173,192	Rabbitt	40,194	8
3	172,619	Pinto	185,091	2
4	169,965	Horizon	162,011	4
5	157,974	Monza	166,948	3
6	148,108	Omni	126,225	5
7	105,997	Sunbird	88,714	7
8	64,363	Spirit	27,102	10
9	43,374	Bobcat	38,601	9
10	24,715	Skyhawk	24,980	11
11	20,275	Starfire	15,274	12
12	17,133	Acadian	13,585	13
—	———	Mustang II	119,487	6
—	———	Gremlin	7,644	14
—	———	AMX	1,695	15
	1,511,342	TOTAL	1,319,166	

COMPACTS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	365,357	Mustang II	120,675	8
2	321,372	Nova/Citation	279,789	3
3	257,873	Camaro	281,754	2
4	213,761	Fairmont	286,046	1
5	194,033	Firebird	195,377	6
6	180,702	Volare	221,761	5
7	139,402	Granada	246,407	4
8	131,890	Aspen	162,651	7
9	121,599	Skylark	107,302	9
10	107,094	Capri	37,143	16
11	88,581	Concord	106,697	10
12	88,119	Phoenix	67,951	13
13	62,837	Zephyr	88,254	12
14	59,810	Monarch	89,974	11
15	57,834	Omega	40,896	15
16	30,348	Club Wagon	45,309	14
17	25,963	Eagle	———	—
18	24,291	Sportsman	33,220	17
19	19,334	Sportvan	30,150	18
20	7,169	Voyager	10,673	20
21	5,729	Pacer	15,385	19
—	———	AMX	1,025	21
	2,502,098	TOTAL	2,468,439	

INTERMEDIATES

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	507,542	Cutlass	377,251	2
2	322,767	Malibu	435,753	1
3	264,451	Thunderbird	326,873	3
4	257,372	Regal	275,007	5
5	227,043	Monte Carlo	325,786	4
6	135,398	Cougar XR-7	218,108	6
7	103,678	LeBaron	150,908	8
8	93,158	Grand Prix	206,605	7
9	88,652	LeMans	124,035	10
10	73,188	Century	77,205	11
11	50,610	Diplomat	75,755	12
12	22,667	LTD II	134,608	9
13	9,213	Caravelle	4,493	16
—	———	Fury	49,176	13
—	———	Monaco	28,246	14
—	———	Matador	4,803	15
	2,155,739	TOTAL	2,814,612	

STANDARDS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	447,397	Chevrolet	524,074	1
2	365,312	Oldsmobile	363,061	2
3	252,220	Buick	300,677	3
4	167,170	Ford	278,949	4
5	144,478	Pontiac	184,327	5
6	100,937	Mercury	152,149	6
7	77,749	Chrysler	85,596	7
8	25,846	St. Regis	15,453	8
9	5,412	Grand Fury	———	—
10	4,766	Checker	4,225	9
	1,591,287	TOTAL	1,908,511	

LUXURY

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	230,958	Cadillac	244,355	1
2	71,783	Lincoln	98,119	2
3	68,313	Mark VI	75,845	3
4	66,541	Eldorado	46,612	6
5	58,029	Riviera	25,179	8
6	53,552	Toronado	28,142	7
7	48,568	Corvette	48,966	5
8	48,295	Seville	59,794	4
9	11,864	Versailles	15,559	9
	657,903	TOTAL	642,571	
	8,418,369	GRAND TOTAL	9,153,299	

How calendar year output was shared

U. S. CAR PRODUCTION—1979 VS. 1978

	Total Output 1979	Total Pct. of Output	Total Output 1978	Pct. of Total Output	Pct. pt. Change '79 vs. '78
AMERICAN MOTORS	184,636	2.19	164,351	1.79	+ 0.40
Eagle	25,963	0.31	7,644	0.08	+ 0.23
Concord	88,581	1.05	106,697	1.16	− 0.11
AMX	....	....	2,720	0.03	− 0.03
Pacer	5,729	0.07	15,385	0.17	− 0.10
Matador	....	....	4,803	0.05	− 0.05
Spirit	64,363	0.76	27,102	0.30	+ 0.46
CHRYSLER CORP.	934,633	11.10	1,126,168	12.30	− 1.20
Plymouth Total	372,461	4.42	448,114	4.90	− 0.48
Horizon	169,965	2.02	162,011	1.77	+ 0.25
Volare	180,702	2.15	221,761	2.42	− 0.27
Fury	....	....	49,176	0.54	− 0.54
Voyager	7,169	0.09	10,673	0.12	− 0.03
'80 Gran Fury	5,412	0.06	....	....	+ 0.06
Caravelle	9,213	0.10	4,493	0.05	+ 0.05
Chrysler Total	181,427	2.16	236,504	2.58	− 0.42
Chrysler	77,749	0.93	85,596	0.93	....
LeBaron	103,678	1.23	150,908	1.65	− 0.42
Dodge Total	380,745	4.52	441,550	4.82	− 0.30
Omni	148,108	1.76	126,225	1.38	+ 0.38
St. Regis	25,846	0.31	15,453	0.16	+ 0.15
Diplomat	50,610	0.60	75,755	0.83	− 0.23
Sportsman	24,291	0.29	33,220	0.36	− 0.07
Monaco	....	....	28,246	0.31	− 0.31
Aspen	131,890	1.56	162,651	1.78	− 0.22
FORD MOTOR	2,037,185	24.20	2,557,197	27.94	− 3.74
Ford Division	1,375,775	16.34	1,743,445	19.05	− 2.71
Pinto	172,619	2.05	185,091	2.02	+ 0.03
Mustang/Mustang II	365,357	4.34	240,162	2.62	+ 1.72
Fairmont	213,761	2.54	286,046	3.13	− 0.59
Club Wagon	30,348	0.36	45,309	0.50	− 0.14
Granada	139,402	1.66	246,407	2.69	− 1.03
LTD II	22,667	0.27	134,608	1.47	− 1.20
Thunderbird	264,451	3.14	326,873	3.57	− 0.43
Ford	167,170	1.98	278,949	3.05	− 1.07
L-M Division	661,410	7.86	813,752	8.89	− 1.03
Mercury Total	509,450	6.05	624,229	6.82	− 0.77
Bobcat	43,374	0.52	38,601	0.42	+ 0.10
Capri	107,094	1.27	37,143	0.41	+ 0.86
Zephyr	62,837	0.75	88,254	0.97	− 0.22
Monarch	59,810	0.71	89,974	0.98	− 0.27
Cougar/XR-7	135,398	1.61	218,108	2.38	− 0.77
Mercury	100,937	1.19	52,149	1.66	− 0.47
Lincoln Total	151,960	1.81	89,523	2.07	− 0.26
Lincoln	71,783	0.86	98,119	1.07	− 0.21
Versailles	11,864	0.14	15,559	0.17	− 0.03
Mark V	68,313	0.81	75,845	0.83	− 0.02
GENERAL MOTORS	5,083,957	60.39	5,261,164	57.48	+ 2.91
Buick Division	787,123	9.35	810,350	8.86	+ 0.49
Skyhawk	24,715	0.29	24,980	0.27	+ 0.02
Skylark	121,599	1.44	107,302	1.17	+ 0.27
Century	73,188	0.87	77,205	0.84	+ 0.83
Regal	257,372	3.06	275,007	3.01	+ 0.05
Buick	252,220	3.00	300,677	3.29	− 0.29
Riviera	58,029	0.69	25,179	0.28	+ 0.41
Cadillac Division	345,794	4.11	350,761	3.83	+ 0.28
Seville	48,295	0.58	59,794	0.65	− 0.07
Cadillac	230,958	2.74	244,355	2.67	+ 0.07
Eldorado	66,541	0.79	46,612	0.51	+ 0.28
Chevrolet Division	2,214,955	26.31	2,394,835	26.16	+ 0.15
Chevette	413,627	4.91	301,615	3.30	+ 1.61
Monza	157,974	1.88	166,948	1.82	+ 0.66
Camaro	257,873	3.06	281,754	3.08	− 0.02
Nova/Citation	321,372	3.82	279,789	3.05	+ 0.77
Sportvan	18,334	0.22	30,150	0.33	− 0.11
Malibu/Chevelle	322,767	3.83	435,753	4.76	− 0.93
Monte Carlo	227,043	2.70	325,786	3.56	− 0.86
Chevrolet	447,397	5.31	524,074	5.73	− 0.42
Corvette	48,568	0.58	48,966	0.53	+ 0.05
Oldsmobile Division	1,004,515	11.93	824,624	9.01	+ 2.92
Starfire	20,275	0.24	15,274	0.17	+ 0.07
Omega 79-80	57,834	0.69	40,896	0.44	+ 0.25
Cutlass	507,542	6.03	377,251	4.12	+ 1.91
Oldsmobile	365,312	4.34	363,061	3.97	+ 0.37
Toronado	53,552	0.63	28,142	0.31	+ 0.32
Pontiac Division	731,570	8.69	880,594	9.62	− 0.93
Acadian*	17,133	0.20	13,585	0.15	+ 0.05
Sunbird	105,997	1.26	88,714	0.97	+ 0.29
Phoenix 79-80	88,119	1.05	67,951	0.74	+ 0.31
Firebird	194,033	2.30	195,377	2.13	+ 0.17
LeMans	88,652	1.05	124,035	1.36	− 0.31
Grand Prix	93,158	1.11	206,605	2.26	− 1.15
Pontiac	144,478	1.72	184,327	2.01	− 0.29
VOLKSWAGEN	173,192	2.06	40,194	0.44	+ 1.62
CHECKER	4,766	0.06	4,225	0.05	+ 0.01
Total Cars, U. S.	8,418,369	100.00	9,153,299	100.00	

*—Acadians built for sale in Canada only.

1974 - 1979 (Inclusive)

U. S. AUTO PRODUCTION BY MONTHS

	1975	1976	1977	1978	1979
January	441,010	669,630	712,548	688,096	786,839
February	369,486	685,549	700,399	689,355	738,808
March	490,476	827,342	936,870	905,041	889,775
April	589,628	797,742	819,154	875,653	723,248
May	616,678	779,077	880,640	929,094	935,198
June	634,154	859,751	956,064	872,012	826,678
July	490,320	537,225	694,436	524,766	583,765
August	502,116	535,162	514,643	512,073	445,349
September	675,068	657,240	757,266	741,768	622,851
October	754,592	694,810	876,044	915,978	783,843
November	613,526	775,913	792,743	862,127	627,346
December	563,530	718,318	652,867	637,336	454,669
Yearly Totals	6,740,584	8,537,759	9,293,674	9,153,299	8,418,369

1979 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
CHRYSLER	19,352	14,994	13,236	47,582	9,584	10,489	13,297	33,370	....	3,474	14,226	17,700	14,079	12,452	8,903	35,434	134,086
Cordoba	7,572	5,334	7,265	20,171	5,006	5,974	10,606	21,586	....	2,718	11,095	13,813	8,942	7,135	5,687	21,764	77,334
Magnum	1,784	1,469	2,483	5,736	1,575	1,801	2,691	6,067	....	....	....	....	....	....	....	....	11,803
Mirada	....	....	....	....	....	....	....	....	....	756	3,131	3,887	5,137	5,317	3,216	13,670	17,557
Chrysler	9,996	8,191	3,488	21,675	3,003	2,714	....	5,717	....	....	....	....	....	....	....	....	27,392
FORD	26,469	29,271	33,855	89,595	24,347	37,772	27,617	89,736	12,694	20,568	20,425	53,687	14,547	22,911	14,134	51,592	284,610
Fairmont	13,028	13,374	15,741	42,143	11,839	19,216	16,277	47,332	7,448	13,990	11,006	32,444	1,575	3,533	1,829	6,937	128,856
Zephyr	3,517	6,604	7,571	17,692	5,710	8,921	5,955	20,586	3,698	3,863	5,945	13,506	3,037	2,317	575	5,929	57,713
Pinto	....	....	....	....	....	....	....	....	....	....	24	24	5,193	10,852	6,243	22,288	22,312
Bobcat	....	....	....	....	....	....	....	....	....	....	3	3	1,398	2,410	722	4,530	4,533
Ford	9,924	9,293	10,543	29,760	6,798	9,635	5,385	21,818	1,548	2,715	3,447	7,710	3,344	3,799	4,765	11,908	71,196
GENERAL MOTORS	53,118	48,478	53,755	155,351	45,423	50,826	48,913	145,162	37,469	12,196	39,985	89,650	48,876	43,503	34,929	127,308	517,471
Chevrolet	11,563	9,830	11,189	32,582	8,222	10,045	11,552	29,819	7,614	841	7,228	15,683	10,923	9,564	6,801	27,288	105,372
Pontiac	9,614	9,665	10,543	29,822	8,917	8,445	7,297	24,659	3,909	469	5,295	9,673	7,939	5,387	6,352	19,678	83,832
Monte Carlo	6,230	4,385	4,833	15,448	3,272	3,733	3,693	10,698	2,894	1,501	3,331	7,726	3,867	4,454	3,162	11,483	45,355
Malibu	5,787	6,604	7,230	19,621	5,391	5,509	5,543	16,443	5,000	2,424	5,656	13,080	5,257	5,425	3,856	14,538	63,682
LeMans	3,948	3,523	4,013	11,484	[illegible]	6,482	6,302	18,468	5,177	973	5,017	11,167	6,620	6,213	3,989	16,822	57,941
Grand Prix	9,419	10,654	11,684	31,757	8,353	9,754	8,568	26,675	7,854	4,326	9,685	21,865	9,257	8,143	3,804	21,204	101,501
Cutlass	6,557	3,817	4,263	14,637	5,584	6,858	5,958	18,400	5,021	1,662	3,773	10,456	5,013	4,317	6,965	16,295	59,788
VOLVO	792	720	792	2,304	717	791	754	2,262	683	360	575	1,618	963	945	674	2,582	8,766
Total cars, Canada	99,731	93,463	101,638	294,832	80,071	99,878	90,581	270,530	50,846	36,598	75,211	162,655	78,465	79,811	58,640	216,916	944,933

Calendar years compared

CANADIAN OUTPUT SHARES, '79 VS. '78

CARS	Total Output 1979	Pct. of 1979 Output	Total Output 1978	Pct. of 1978 Output	Pct. Pt. Change '79 vs. '78
AMERICAN MOTORS	....	....	26,283	2.32	− 2.32
Concord	....	....	26,283	2.32	− 2.32
CHRYSLER CORP.	134,086	14.19	160,085	14.15	+ 0.04
Mirada	17,557	1.86	....	....	+ 1.86
Cordoba	77,334	8.18	107,950	9.54	− 1.36
Magnum	11,803	1.25	46,862	4.14	− 2.89
Chrysler	27,392	2.90	4,818	0.43	+ 2.47
Charger	....	....	455	0.04	− 0.04
FORD MOTOR CO.	284,610	30.12	372,296	32.92	− 2.80
Fairmont	128,856	13.64	197,411	17.46	− 3.82
Zephyr	57,713	6.11	59,982	5.30	+ 0.81
Pinto	22,312	2.36	....	....	+ 2.36
Bobcat	4,533	0.48	....	....	+ 0.48
Ford	71,196	7.53	110,319	9.76	− 2.23
Thunderbird	....	....	144	0.01	− 0.01
LTD II	....	....	4,440	0.39	− 0.39
GENERAL MOTORS	517,471	54.76	564,187	49.88	+ 4.88
Chevrolet	105,372	11.15	153,514	13.57	− 2.42
Pontiac	83,832	8.87	49,865	4.41	+ 4.46
Monte Carlo	45,355	4.80	63,790	5.64	− 0.84
Malibu	63,682	6.74	90,328	7.99	− 1.25
LeMans	57,941	6.13	29,926	2.65	+ 3.48
Cutlass	59,788	6.33	131,591	11.63	− 5.30
Grand Prix	101,501	10.74	31,157	2.75	+ 7.99
Nova	....	....	960	0.09	− 0.09
Skylark	....	....	12,000	1.06	− 1.06
Seville	....	....	1,056	0.09	− 0.09
Volvo	8,766	[illegible]	8,199	0.73	+ 0.20
TOTALS	944,933	100.00	1,131,050	100.00	
TRUCKS					
AMERICAN MOTORS	51,935	7.90	17,880	2.65	+ 5.25
CHRYSLER	60,866	9.26	95,415	14.14	− 4.88
GENERAL MOTORS	269,870	41.05	251,809	37.32	+ 3.73
FORD	246,765	37.53	282,816	41.92	− 4.39
INTERNATIONAL	20,132	3.06	19,769	2.93	+ 0.13
MACK	3,877	0.59	3,508	0.52	+ 0.07
WHITE	3,991	0.61	3,490	0.52	+ 0.09
TOTALS	657,436	100.00	674,687	100.00	

CANADIAN CAR OUTPUT BY CALENDAR YEAR

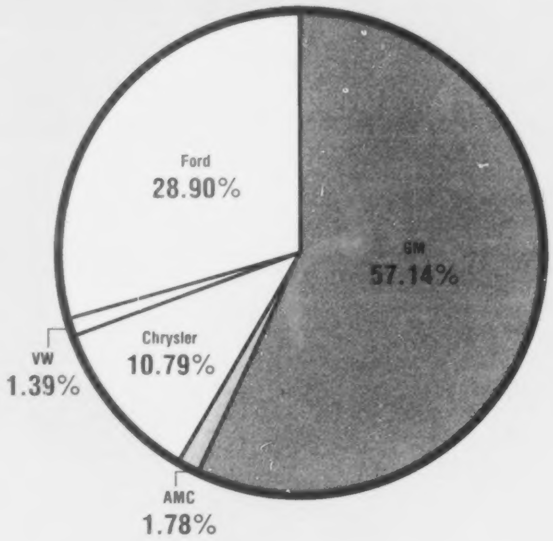
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

U.S. 1979 Model Run Production Shares

by corporation



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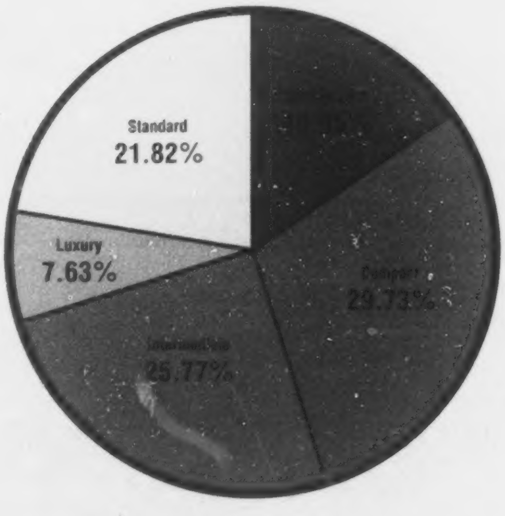


U. S. CAR OUTPUT BY CALENDAR YEAR

1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471
1958	4,244,045

U. S. CAR OUTPUT BY MODEL YEAR

1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527
1958	4,222,781

MODEL YEAR OUTPUT: '79 VS. '78

	1979 Models	Pct. of Output	1978 Models	Pct. of Output	Percentage Point Change
AMERICAN MOTORS	169,439	1.78	137,860	1.53	+ 0.25
Gremlin	....	0.00	18,820	0.21	− 0.21
Concord	102,853	1.08	84,693	0.94	+ 0.14
AMX	....	0.00	2,540	0.03	− 0.03
Pacer	10,215	0.11	21,231	0.23	− 0.12
Matador	....	0.00	10,576	0.12	− 0.12
Spirit	56,371	0.59	....	....	+ 0.59
CHRYSLER CORP.	1,027,545	10.79	1,133,996	12.61	− 1.82
Plymouth Total	390,055	4.09	460,720	5.12	− 1.03
Horizon	162,763	1.71	106,772	1.19	+ 0.52
Voyager	7,657	0.08	7,717	0.09	− 0.01
Volare	209,686	2.20	258,652	2.87	− 0.67
Fury	....	0.00	87,579	0.97	− 0.97
Caravelle	9,949	0.10	....	0.00	+ 0.10
Chrysler Total	229,225	2.41	233,408	2.60	− 0.19
Chrysler	100,726	1.06	83,514	0.93	+ 0.13
LeBaron	128,499	1.35	149,894	1.67	− 0.32
Dodge Total	408,265	4.29	439,868	4.89	− 0.60
Omni	141,477	1.48	81,611	0.91	+ 0.57
St. Regis	34,972	0.37	....	0.00	+ 0.37
Diplomat	62,781	0.66	81,661	0.91	− 0.25
Sportsman	25.451	0.27	23,989	0.27	− 0.00
Aspen	143,584	1.51	197,708	2.19	− 0.68
Monaco	....	0.00	54,899	0.61	− 0.61
FORD MOTOR	2,752,978	28.90	2,480,293	27.57	+ 1.33
Ford Division	1,888,814	19.83	1,735,878	19.30	+ 0.53
Pinto	199,018	2.09	188,899	2.10	− 0.01
Mustang II	369,936	3.88	192,410	2.14	+ 1.74
Fairmont	395,367	4.15	312,094	3.47	+ 0.68
Club Wagon	52,877	0.56	42,008	0.47	+ 0.09
Granada	182,376	1.92	249,786	2.78	− 0.86
LTD II	48,564	0.51	170,544	1.90	− 1.39
Thunderbird	284,141	2.98	352,751	3.92	− 0.94
Ford	356,535	3.74	227,386	2.52	+ 1.22
L-M Division	864,164	9.07	744,415	8.27	+ 0.80
Mercury Total	674,618	7.08	574,795	6.39	+ 0.69
Bobcat	50,266	0.53	36,745	0.41	+ 0.12
Capri	110,144	1.15	....	0.00	+ 1.15
Zephyr	125,377	1.31	87,439	0.97	+ 0.34
Monarch	75,879	0.80	91,714	1.02	− 0.22
Cougar/XR7	172,152	1.81	213,270	2.37	− 0.56
Mercury	140,800	1.48	145,627	1.62	− 0.14
Lincoln Total	189,546	1.99	169,620	1.88	+ 0.11
Lincoln	92,600	0.97	38,087	0.98	− 0.01
Versailles	21,007	0.22	8,931	0.10	+ 0.12
Mark V	75,939	0.80	72,602	0.80	− 0.00
GENERAL MOTORS	5,443,240	57.14	5,243,269	58.29	− 1.15
Buick Division	765,231	8.03	803,187	8.93	− 0.90
Skyhawk	23,139	0.24	24,589	0.27	− 0.03
Skylark/79-80	66,982	0.70	114,220	1.27	− 0.57
Century/Regal	329,202	3.46	324,398	3.61	− 0.15
Buick	293,727	3.08	319,445	3.55	− 0.47
Riviera	52,181	0.55	20,535	0.23	+ 0.32
Cadillac Division	381,113	4.00	349,684	3.89	+ 0.11
Seville	53,487	0.56	56,985	0.63	− 0.07
Cadillac	260,190	2.73	245,883	2.74	− 0.01
Eldorado	67,436	0.71	46,816	0.52	+ 0.19
Chevrolet Division	2,396,724	25.16	2,283,734	25.39	− 0.23
Chevette	340,877	3.58	298,981	3.33	+ 0.25
Monza	163,953	1.72	138,829	1.55	+ 0.17
Camaro	282,582	2.97	272,633	3.03	− 0.06
Nova	315,126	3.31	288,119	3.20	+ 0.11
Sportvan	27,186	0.29	30,696	0.34	− 0.05
Malibu	377,788	3.96	377,819	4.20	− 0.24
Monte Carlo	282,163	2.96	324,017	3.60	− 0.64
Chevrolet	553,242	5.81	504,973	5.61	+ 0.20
Corvette	53,807	0.56	47,667	0.53	+ 0.03
Oldsmobile Division	1,037,319	10.89	917,599	10.20	+ 0.69
Starfire	20,299	0.21	17,321	0.19	+ 0.02
Omega 79-80	40,225	0.42	50,117	0.56	− 0.14
Cutlass	507,501	5.33	428,855	4.77	+ 0.56
Oldsmobile	419,238	4.40	395,946	4.40	− 0.00
Toronado	50.056	0.53	25,360	0.28	+ 0.25
Pontiac Division	862,853	9.06	889,065	9.88	− 0.82
Acadian	44,927	0.47	11,316	0.13	+ 0.34
Sunbird	97,770	1.03	86,789	0.96	+ 0.07
Phoenix 79-80	77,644	0.82	76,527	0.85	− 0.03
Firebird	211.454	2.22	187,285	2.08	+ 0.14
LeMans	112,703	1.18	106,214	1.18	− 0.00
Grand Prix	139,165	1.46	220,040	2.45	− 0.99
Pontiac	179,190	1.88	200,894	2.23	− 0.35
VOLKSWAGEN	132,822	1.39	....	0.00	+ 1.39
TOTAL CARS, U. S.	9,526,024	100.00	8,995,418	100.00	

Breakdown by states, '79 vs. '78

Geographical trends in U. S. car output

	Total Output 1979	Pct. of Output 1979	Overall Pos. 1979	Total Output 1978	Pct. of 1978 Output	Overall Pos. 1978	Pct. Pt. Change '79 vs. '78
Michigan	2,430,603	28.87	1	2,564,891	28.02	1	+ 0.85
Missouri	849,067	10.09	2	1,106,650	12.09	2	− 2.00
New Jersey	773,012	9.18	3	542,858	5.93	5	+ 3.25
Ohio	749,376	8.90	4	849,968	9.28	3	− 0.38
California	707,186	8.40	5	748,399	8.18	4	+ 0.22
Illinois	487,003	5.79	6	542,487	5.93	6	− 0.14
Wisconsin	399,577	4.75	7	421,366	4.60	9	+ 0.15
Georgia	397,094	4.72	8	537,275	5.87	7	− 1.15
Delaware	305,638	3.63	9	495,978	5.42	8	− 1.79
New York	228,902	2.72	10	276,989	3.03	10	− 0.31
Maryland	217,191	2.58	11	230,280	2.52	12	+ 0.06
Texas	197,245	2.34	12	213,620	2.33	13	+ 0.01
Kansas	184,468	2.19	13	240,862	2.63	11	− 0.44
Pennsylvania	173,192	2.06	14	40,194	0.44	17	+ 1.62
Massachusetts	158,137	1.88	15	170,339	1.86	14	+ 0.02
Oklahoma	102,160	1.21	16	....	....	....	+ 1.21
Kentucky	58,518	0.69	17	126,437	1.38	15	− 0.69
Minnesota	....	....	....	44,706	0.49	16	− 0.49
TOTALS	8,418,369	100.00		9,293,674	100.00		

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

SUBCOMPACTS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	340,877	Chevette	298,981	1
2	199,018	Pinto	188,899	2
3	163,953	Monza	138,829	3
4	162,763	Horizon	106,772	4
5	141,477	Omni	81,611	6
6	132,822	Rabbit	—	—
7	97,770	Sunbird	86,789	5
8	56,371	Spirit	—	—
9	50,266	Bobcat	36,745	7
10	44,927	Acadian	11,316	11
11	23,139	Skyhawk	24,589	8
12	20,299	Starfire	17,321	10
—	—	Gremlin	18,820	9
—	—	AMX	2,540	12
	1,433,682	TOTAL	1,013,212	

COMPACTS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	395,367	Fairmont	312,094	1
2	369,936	Mustang	192,410	7
3	315,126	Nova/Citation	288,119	2
4	282,582	Camaro	272,633	3
5	211,454	Firebird	187,285	8
6	209,686	Volare	258,652	4
7	182,376	Granada	249,786	5
8	143,584	Aspen	197,708	6
9	125,377	Zephyr	87,439	11
10	110,144	Capri	—	—
11	102,853	Concord	84,693	12
12	77,644	Phoenix '79-'80	76,527	13
13	75,879	Monarch	91,714	10
14	66,982	Skylark '79-'80	114,220	9
15	52,877	Club Wagon	42,008	15
16	40,225	Omega '79-'80	50,117	14
17	27,186	Sportvan	30,696	16
18	25,451	Sportsman	23,989	17
19	10,215	Pacer	21,231	18
20	7,657	Voyager	7,717	20
—	—	Matador	10,576	19
	2,832,601	TOTAL	2,599,614	

INTERMEDIATES

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	507,501	Cutlass	428,855	1
2	377,788	Malibu	377,819	2
3	329,202	Century/Regal	324,398	4
4	284,141	Thunderbird	352,751	3
5	282,163	Monte Carlo	324,017	5
6	172,152	Cougar	213,270	7
7	139,165	Grand Prix	220,040	6
8	128,499	LeBaron	149,894	8
9	112,703	LeMans	106,214	10
10	62,781	Diplomat	81,661	12
11	48,564	LTD	170,544	9
12	9,949	Caravelle	—	—
—	—	Fury	87,579	11
—	—	Monaco	54,899	13
	2,454,608	TOTAL	2,891,941	

STANDARDS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	553,242	Chevrolet	504,973	1
2	419,238	Oldsmobile	395,946	2
3	356,535	Ford	227,386	4
4	293,727	Buick	319,445	3
5	179,190	Pontiac	200,894	5
6	140,800	Mercury	145,627	6
7	100,726	Chrysler	83,514	7
8	34,972	Dodge	—	—
	2,078,430	TOTAL	1,877,785	

LUXURY

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	260,190	Cadillac	245,883	1
2	92,600	Lincoln	88,087	2
3	75,939	Mark V	72,602	3
4	67,436	Eldorado	46,816	6
5	53,807	Corvette	47,667	5
6	53,467	Seville	56,985	4
7	52,181	Riviera	20,535	8
8	50,056	Toronado	25,360	7
9	21,007	Versailles	8,931	9
	726,703	TOTAL	612,866	
	9,526,024	GRAND TOTAL	8,995,418	

Sales dip 27 percent after three record years

Truck boom grinds to halt in '79

By Jack Walsh
Truck & RV Editor

The roof caved in on total new-truck sales in 1979 after three consecutive years of record deliveries, and judging from the industry's first-quarter performance this year—sales were down 27 percent—it doesn't look as though the 1980 total will even match the year-ago count.

Going into 1979, no one was anticipating the problems which were triggered by revolution in Iran, a tightening of the Midwest oil flow to the U. S. and the continuing increases in crude prices by the OPEC nations.

Dealers and factory outlets had sold 4.1 million trucks in 1978 — the first time the four-million mark was reached—and many forecasters were looking for repeat in 1979 or coming close to it, at least.

That was a good bet until the end of a record first quarter in 1979. Sales in the final month of that quarter slumped, and they still haven't shown any indication of a significant turnaround.

Fuel shortages, rising prices and long lines at gas stations late in the first quarter a year ago started the big rush to more fuel-efficient vehicles. The result was a nosedive in sales of all types of light trucks except the Japanese-built compact pickups, which distributors claim can top 20 MPG.

Sales of conventional pickups, vans and 4x4 sports/utility vehicles plunged to their lowest levels in five years, and, again, there are few signs of any great upturn in the near future.

The compact pickups, meanwhile, had their best year ever in 1979 and the outlook is for continued growth in the 1980s if the federal government doesn't foul up things. Currently, the U. S. Customs Service is considering an increase in the import duty paid on the compact, and the boost, if enacted, could push the tariff from 4 percent to 25 percent.

In 1979, dealers sold a record 465,703 Japanese-built compacts, an increase of 39 percent over the previous year's 335,030. An increase of 15 to 20 percent in 1980 sales is possible if there is an improvement in availability and there is no sharp increase in the import duty.

In spite of the 1979 slump, light trucks still accounted for 85 percent of the 3,476,088 new units of all types retailed in the U. S. The total was down 15.4 percent from the alltime high of 4,108,096 set in 1978.

The light-truck total in 1979 was 3,101,307, a decline of 17 percent from the record 3,741,349 units retailed the previous year. .

Vans were the biggest losers in the light-truck market in 1979, with sales skidding 31.2 percent over the 12-month span. Sales were down from approximately 869,980 units in 1978—the alltime high—to 598,112.

The collapse of the RV market following a reasonably good first quarter was a major contributor to the plunge in van sales.

Largely because of the wide commercial applications, sales of 4x4 vehicles suffered far less than vans in 1979. The 12-month total was approximately 745,950 units, down 18.2 percent from the record 912,020 retailed in 1978.

Now that manufacturers have

Continued on Page 36, Col. 2

U. S. TRUCK REGISTRATIONS

Based on R. L. Polk & Co. statistical report
1979 VS. 1978★

	1979	Percent Share of '79 Market	1978	Percent Share of '78 Market	Pct. pt. Change, '79-'78
Ford	1,122,656	32.37	1,314,251	33.16	− 0.79
Chevrolet	1,084,870	31.28	1,275,787	32.19	− 0.91
Dodge	351,970	10.15	464,470	11.72	− 1.57
GMC	283,140	8.17	329,185	8.30	− 0.13
Jeep	145,214	4.19	163,548	4.13	+ 0.06
International	116,579	3.36	116,574	2.94	+ 0.42
Mack	29,264	0.84	27,390	0.69	+ 0.15
Plymouth*	19,678	0.57	8,013	0.20	+ 0.37
Kenworth	14,893	0.43	14,345	0.36	+ 0.07
Freightliner	13,636	0.39	11,725	0.30	+ 0.09
White	9,145	0.26	10,626	0.27	− 0.01
Peterbilt	8,693	0.25	9,454	0.24	+ 0.01
Autocar	2,227	0.07	1,880	0.05	+ 0.02
Western Star	1,133	0.03	786	0.02	+ 0.01
Brockway	2	......	37	......	......
Miscellaneous**	264,810	7.64	215,269	5.43	+ 2.21
TOTALS	3,467,910	100.00	3,963,340	100.00	......

★—No registrations for Oklahoma, 1979 and 1978; Hawaii, July-December, 1979.

*—Plymouth trucks are 4x4 Trail Duster utility vehicle and Arrow pickup.

**—Miscellaneous includes imports, Diamond Reo, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Based on R. L. Polk & Co. statistical report
1979 VS. 1978★

	1979	Percent Share of '79 Market	1978	Percent Share of '78 Market	Pct. pt. Change, '79-'78
International	65,894	30.91	50,545	26.35	+ 4.56
Ford	37,706	17.69	37,824	19.72	− 2.03
Mack	29,264	13.73	27,390	14.28	− 0.55
GMC	20,366	9.55	18,385	9.59	− 0.04
Kenworth	14,893	6.99	14,345	7.48	− 0.49
Freightliner	13,636	6.40	11,725	6.11	+ 0.29
White	9,145	4.29	10,626	5.54	− 1.25
Peterbilt	8,693	4.08	9,454	4.93	− 0.85
Chevrolet	6,189	2.90	5,661	2.95	− 0.05
Autocar	2,227	1.04	1,880	0.98	+ 0.06
Western Star	1,133	0.53	786	0.41	+ 0.12
Brockway	2	....	37		......
Miscellaneous	4,026	1.89	3,179	1.66	+ 0.23
TOTAL	213,174	100.00	191,837	100.00	......

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1979 and 1978; Hawaii, July-December, 1979.

SALES OUTLETS FOR TRUCKS

RETAIL OUTLETS*

	Jan. 1, 1980	‡Jan. 1, 1979
Chevrolet	6,000	6,000
Dodge	3,046	3,284
Ford	5,577	5,648
Freightliner	190	190
FWD	83	84
GMC	2,680	2,721
International	1,575	1,676
IVECO (Magirus)	130	104
Jeep	1,899	1,838
Kenworth**	120	112
Mack	252	242
Mercedes-Benz	163	149
Peterbilt**	115	110
Plymouth**	1,172	1,211
Volvo	118	40
White†	246	246
Miscellaneous	298	290
TOTALS	23,664	23,909
Adjustments for multiple franchising	1,855	1,674
Net outlets	21,809	22,235

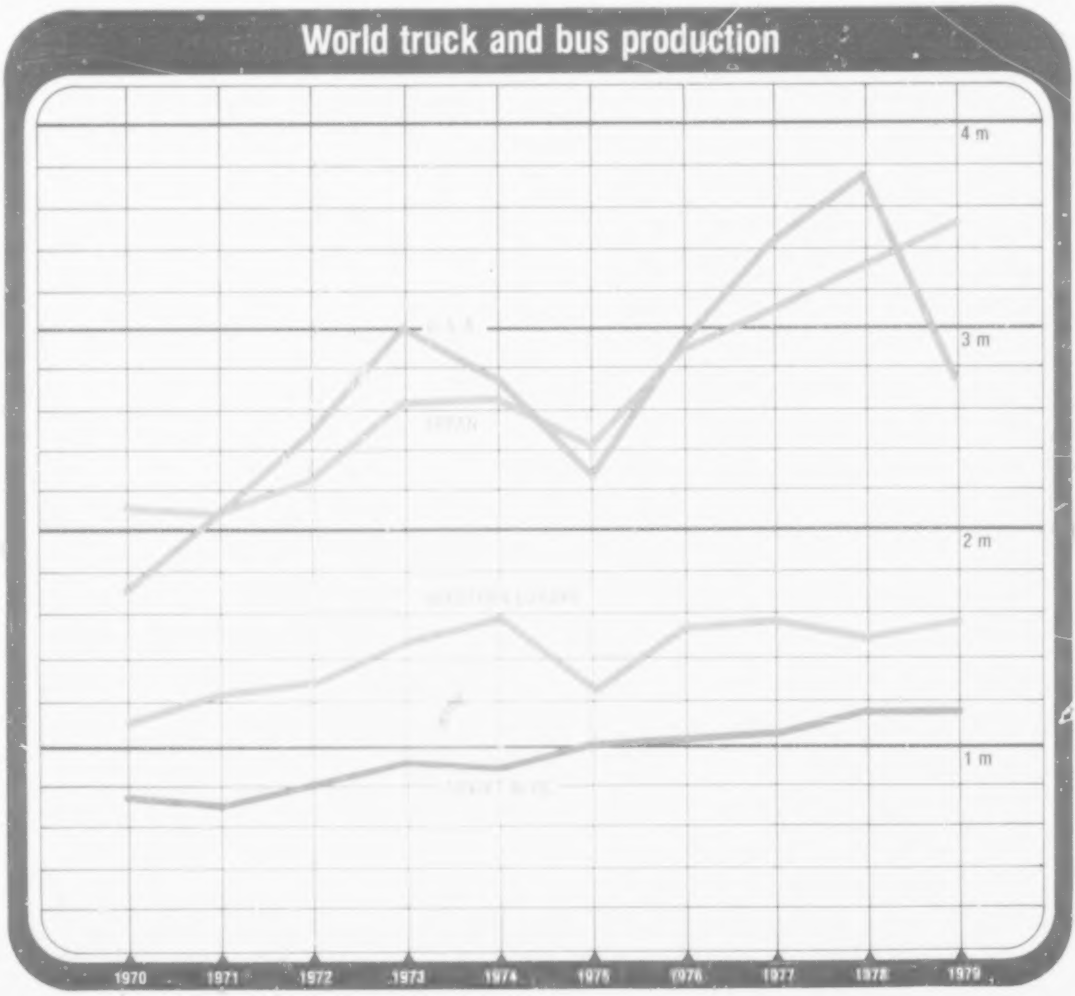
*—Retail outlets include dealerships, distributorships and factory-owned outlets.

**—Kenworth and Peterbilt totals are estimates; Plymouth trucks are four-wheel-drive Trail Dusters and Arrow compact pickups.

†—White includes Autocar and Western Star.

‡—Revised.

World truck and bus production



FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1952	17,171	1,322	18,493
1953	17,981	1,265	19,246
1954	18,109	1,398	19,507
1955	22,162	1,691	23,853
1956	25,094	1,642	26,736
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1951	13,931	2,563	16,494
1952	10,548	2,617	13,165
1953	8,873	1,999	10,872
1954	8,751	1,795	10,546
1955	14,847	2,029	16,876
1956	21,158	4,639	25,797
1957	21,067	3,388	24,455
1958	22,883	2,289	25,172
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1955	23,862	2,198	26,060
1956	30,506	3,414	33,920
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961

Source: Motor Vehicle Manufacturers Assn

Continued from Page 34

switched to lighter, more fuel-efficient transfer cases in 1980 models and cut back on production of full-time 4x4, there is a good chance that sales of these vehicles will be up this year.

The lone bright spot in the domestic sales picture in 1979 was the heavy-truck segment, where sales of the Classes 7 and 8 vehicles hit an alltime high of 223,166 units. There is little chance of a repeat of that performance this year, however.

Because of little hopes of a leveling or downturn in gasoline prices this year, another good year is expected for mid-range diesels as truck operators look for ways to reduce their operating and maintenance costs.

The market for medium trucks is likely to continue softening this year. In addition to fewer unit sales, the switch from gasoline to heavier mid-range diesels is boosting the GVW ratings of many Class 6 trucks, "promoting" them into Class 7.

Shipments of recreation vehicles from manufacturers to dealers declined 42 percent in 1979, from 526,300 units in 1978 to 307,700. The outlook for 1980 is bleak due to the high cost of money for both dealer floor-planning and retail financing, and the public's nagging fears of gas shortages or gas rationing.

U.S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks in Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

U. S. FACTORY SALES OF TRUCKS AND BUSES BY MAKE AND G.V.W.

COMPLETE VEHICLES AND CHASSIS — 12 MONTHS 1979

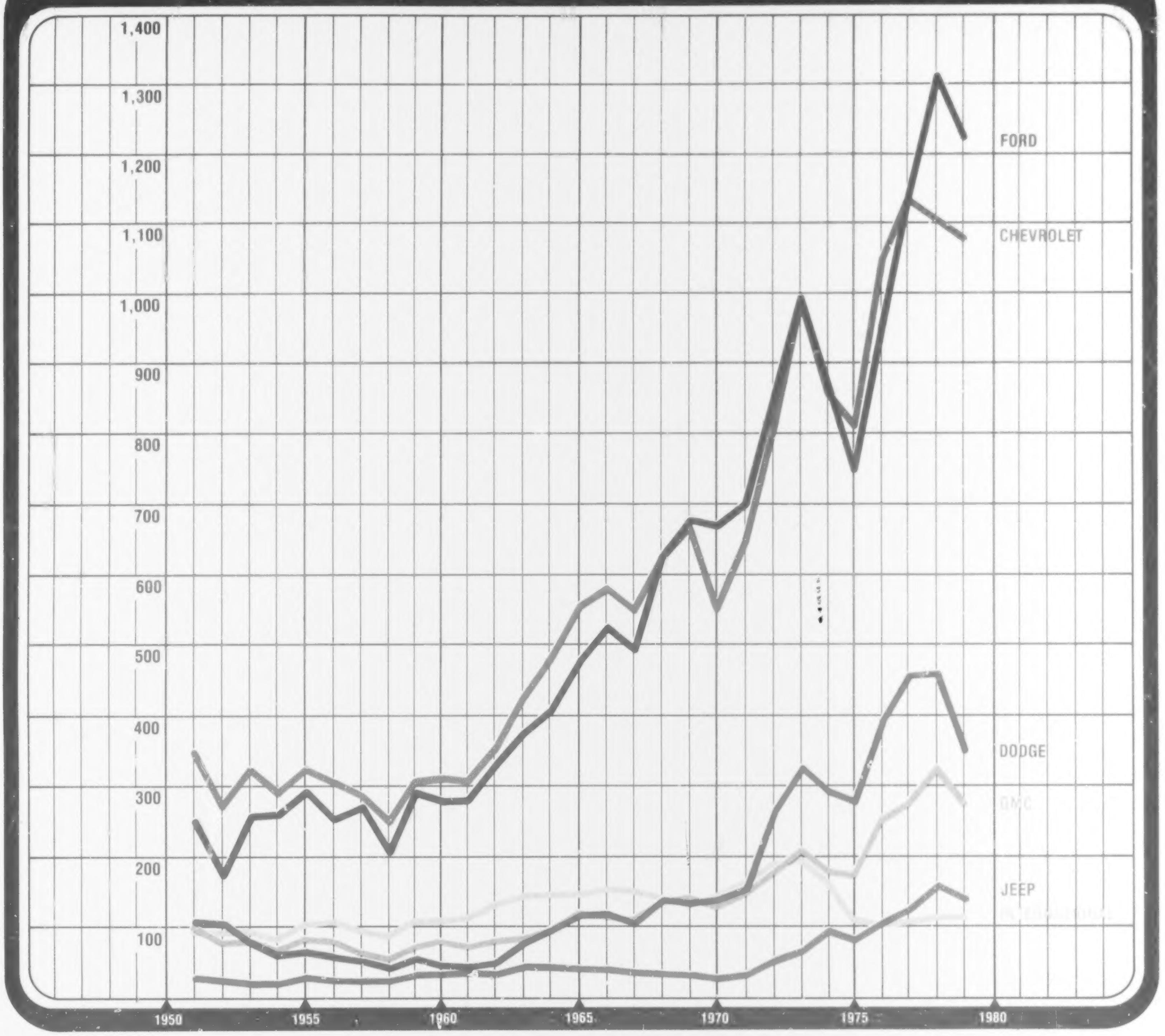
U. S. TOTAL

G.V.W. in lbs.	6,000 and less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
Trucks (Excluding School Bus Chassis)									
Chevrolet	531,207	435,840	—	—	2,534	38,945	1,433	7,778	1,017,737
GMC	121,048	153,999	20	—	1,545	29,647	2,219	24,729	333,207
Chrysler	77,581	180,320	18,172	2,396	512	7,614	386	924	287,905
Ford	224,262	709,022	971	—	—	47,546	16,154	27,389	1,025,344
Freightliner	—	—	—	—	—	—	—	14,701	14,701
International	—	28,036	—	—	8	11,250	23,825	41,370	104,489
Jeep Corp.	47,921	86,646	—	—	—	—	—	—	134,567
AM General	10,093	389	—	—	—	—	—	—	10,482
Kenworth	—	—	—	—	—	—	—	15,225	15,225
Mack	—	—	—	—	—	—	—	34,874	34,874
Peterbilt	—	—	—	—	—	—	—	9,803	9,803
Volkswgn. of America	1,709	—	—	—	—	—	—	—	1,709
White	—	—	—	—	—	—	—	11,990	11,990
Others	—	3	—	3	12	—	—	2,143	2,175
TOTAL TRUCKS	1,013,821	1,594,255	19,163	2,399	4,611	135,011	44,022	190,926	3,004,208
Buses (Including School Bus Chassis)									
Chevrolet	—	—	—	—	—	5,239	—	—	5,239
GMC	—	—	—	—	—	3,080	194	1,579	4,853
Chrysler	—	—	—	—	—	335	—	—	335
Ford	—	—	—	—	—	5,893	—	—	5,893
International	—	—	—	—	—	13,746	1,047	—	14,793
AM General	—	—	—	—	—	—	—	382	382
Others	—	—	—	—	—	—	1,001	2	1,003
TOTAL BUSES	—	—	—	—	—	28,293	2,242	1,963	32,498
TOTAL	1,013,821	1,594,255	19,163	2,399	4,611	163,304	46,264	192,889	3,036,706

EXPORTS FROM U. S. (EXCLUDING CANADA)

G.V.W. in lbs.	6,000 and less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
Trucks (Excluding School Bus Chassis)									
Chevrolet	8,481	17,893	—	—	38	1,464	22	67	27,965
GMC	1,413	21,890	—	—	45	1,437	9	293	25,087
Chrysler	7,468	9,669	83	—	512	7,614	386	924	26,656
Ford	4,294	6,934	3	—	—	2,250	329	174	13,984
International	—	2,184	—	—	—	722	658	1,998	5,562
Jeep Corp.	16,486	12,489	—	—	—	—	—	—	28,975
AM General	1	—	—	—	—	—	—	—	1
Kenworth	—	—	—	—	—	—	—	1,062	1,062
Mack	—	—	—	—	—	—	—	4,511	4,511
Peterbilt	—	—	—	—	—	—	—	255	255
White	—	—	—	—	—	—	—	367	367
Others	—	—	—	—	—	—	1	297	298
TOTAL TRUCKS	38,143	71,059	86	—	595	13,487	1,405	9,948	134,723
Buses (Including School Bus Chassis)									
Chevrolet	—	—	—	—	—	657	—	—	657
GMC	—	—	—	—	—	344	3	—	347
Chrysler	—	—	—	—	—	335	—	—	335
Ford	—	—	—	—	—	648	—	—	648
International	—	—	—	—	—	442	79	—	521
TOTAL BUSES	—	—	—	—	—	2,426	82	—	2,508
TOTAL	38,143	71,059	86	—	595	15,913	1,487	9,948	137,231

Registrations of U.S. trucks, by make, since 1951



U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,900	....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	....	55,950	89,745	22,523	813	11,865	333	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	....	80,590	100,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	....	87,814	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,133	1,790,177
1971	1,585	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,084,870	....	351,970	1,222,656	13,636	283,140	116,579	145,214	14,893	29,264	8,693	12,505	3,467,910

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U. S. VAN AND LIGHT TRUCK PRODUCTION '79 vs. '78

	Total Output 1979	Pct. of 1979 Output	Total Output 1978	Pct. of 1978 Output	Pct. Pt. Change '79 vs. '78
CHEVROLET	934,791	36.59	1,097,815	31.47	+ 5.12
Blazer	77,882	3.05	94,142	2.70	+ 0.35
El Camino	55,790	2.18	53,437	1.53	+ 0.65
Pickups	619,388	24.25	741,991	21.27	+ 2.98
Sportvan	22,056	0.86	30,150	0.87	— 0.01
Utility Vans	159,675	6.25	178,095	5.10	+ 1.15
CHRYSLER	375,399	14.69	493,234	14.14	+ 0.55
Pickups	175,170	6.86	227,877	6.53	+ 0.33
Ramcharger	19,871	0.78	23,045	0.66	+ 0.12
Sportsman	32,233	1.26	33,220	0.95	+ 0.31
Trail Duster	6,795	0.26	8,061	0.23	+ 0.03
Utility Vans	132,298	5.18	190,358	5.46	— 0.28
Voyager	9,032	0.35	10,673	0.31	+ 0.04
FORD	825,893	32.33	1,382,725	39.63	— 7.30
Bronco	90,922	3.56	92,201	2.64	+ 0.92
Club Wagon	36,177	1.42	51,352	1.47	— 0.05
Econoline	139,196	5.45	252,284	7.23	— 1.78
Pickups	541,774	21.20	964,564	27.65	— 6.45
Ranchero	17,824	0.70	22,324	0.64	+ 0.06
GMC	251,579	9.85	295,137	8.46	+ 1.39
Jimmy	20,152	0.79	24,542	0.70	+ 0.09
Sprint/Caballero	6,818	0.27	8,314	0.24	+ 0.03
Suburban	20,743	0.81	20,248	0.58	+ 0.23
Pickups	171,026	6.70	206,261	5.91	+ 0.79
Utility Vans	29,181	1.14	31,275	0.90	+ 0.24
Rally Wagons	3,659	0.14	4,497	0.13	+ 0.01
INTERNATIONAL	30,059	1.18	39,542	1.13	+ 0.05
Scout	30,059	1.18	39,542	1.13	+ 0.05
JEEP	134,624	5.27	180,514	5.17	+ 0.10
Cherokee	39,183	1.53	40,698	1.17	+ 0.36
CJ	49,038	1.92	90,450	2.59	— 0.67
Pickups	18,966	0.74	20,495	0.59	+ 0.15
Wagoneer	27,437	1.08	28,871	0.82	+ 0.26
VOLKSWAGEN	2,407	0.09	......	......	+ 0.09
Pickups	2,407	0.09	......	......	+ 0.09
TOTAL	2,554,752	100.00	3,488,967	100.00	

U. S. TRUCK PRODUCTION BY MONTHS

	1975	1976	1977	1978	1979
January	175,098	214,931	260,749	240,919	336,734
February	159,788	230,638	260,996	277,606	308,358
March	150,668	273,905	328,950	330,800	358,126
April	185,884	266,097	289,396	315,994	256,090
May	195,470	263,683	293,672	330,065	338,961
June	206,349	299,689	315,172	344,408	292,897
July	172,360	248,035	258,488	278,020	205,265
August	172,264	249,417	283,549	278,378	138,846
September	222,477	215,993	300,728	300,115	178,078
October	229,283	203,501	319,375	364,473	227,853
November	196,953	248,113	282,596	339,721	185,001
December	183,913	232,408	239,898	276,248	147,289
Total	2,250,507	2,946,410	3,433,569	3,676,747	2,973,498

PRODUCTION VERSUS REGISTRATIONS BY MAKES IN U. S. FOR 1979

COMMERCIAL CARS

	Total 1979 Production	Percent of Total Production	Percent of Production Registered	Total 1979 Registrations	Percent of Total 1979 Registrations
CHEVROLET	934,368	31.42	116.11	1,084,870	31.28
CHRYSLER CORP	302,994	10.19	122.66	371,648	10.72
FORD	1,032,233	34.72	108.76	1,122,656	32.37
GMC	337,381	11.35	83.92	283,140	8.17
INTERNATIONAL	115,453	3.88	100.98	116,579	3.36
MACK	35,937	1.21	81.44	29,266	0.84
PACIFIC CAR & FOUNDRY CORP	——	——	——	23,586	0.68
WHITE	11,260	0.38	232.16	26,141	0.75
JEEP	134,624	4.53	107.87	145,214	4.19
AM GENERAL	23,934	0.80	——	——	——
VOLKSWAGEN	2,407	0.08	——	——	——
MISCELLANEOUS*	42,907	1.44	617.17	264,810	7.64
TOTAL	2,973,498	100.00	116.63	3,467,910	100.00

*—Miscellaneous includes import trucks.

U.S. TRUCK REGISTRATIONS PER OUTLET

Rank	1979 Regs.		1978	1977	1976	1975	1974	1973
1	201	Ford	233	199	169	132	156	175
2	181	Chevrolet	215	187	188	136	146	163
3	124	Kenworth	128	139	66	51	95	118
4	116	Mack	105	100	46	45	76	82
5	115	Dodge	141	145	126	90	91	97
6	106	GMC	121	102	93	62	70	76
7	77	Jeep	93	71	67	54	67	47
8	76	Peterbilt	86	121	51	45	86	80
9	74	International	70	65	52	52	70	75
10	72	Freightliner	62	......	......	......	......	......
11	51	White	54	83	47	20	07	95
12	17	Plymouth*	7	2	1	1	1	......

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles and Arrow compact pickups.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1979 VS. 1978

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,000-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'79	......	......	......	......	......	......	......	**2,227**	**2,227**
	'78	......	......	......	......	......	......	......	1,880	1,880
BROCKWAY	'79	......	......	......	......	......	......	......	**2**	**2**
	'78	......	......	......	......	......	......	......	37	37
CHEVROLET	'79	**445,549**	**591,506**	**4,948**	......	**1,786**	**34,892**	**1,139**	**5,050**	**1,084,870**
	'78	431,982	801,950	......	......	1,854	34,340	1,662	3,999	1,275,787
(Memo-Units)#	'79	**205,206**	**172,926**	......	......	......	......	......	......	**378,132**
	'78	175,692	210,433	......	......	......	......	......	......	386,125
DIAMOND REO	'79	......	......	......	......	......	......	......	......	......
	'78	......	......	......	......	......	......	......	......	......
DODGE	'79	**106,712**	**207,453**	**32,869**	**4,936**	......	......	......	......	**351,970**
	'78	73,610	322,658	52,643	15,250	85	207	17	......	464,470
(Memo-Units)#	'79	**60,026**	**112,332**	**26,340**	......	......	......	......	......	**198,698**
	'78	38,440	174,980	29,280	......	......	......	......	......	242,700
FORD	'79	**296,309**	**734,342**	**456**	......	......	**53,843**	**15,228**	**22,478**	**1,122,656**
	'78	272,759	946,934	698	......	137	55,899	15,531	22,293	1,314,251
(Memo-Units)#	'79	**111,758**	**220,692**	......	......	......	......	......	......	**332,450**
	'78	106,685	277,932	......	......	......	......	......	......	384,617
FREIGHTLINER	'79	......	......	......	......	......	......	......	**13,636**	**13,636**
	'78	......	......	......	......	......	......	......	11,725	11,725
FWD	'79	......	......	......	......	......	......	......	......	......
	'78	......	......	......	......	......	......	1	145	146
GMC	'79	**68,532**	**167,198**	**1,020**	......	**1,041**	**24,983**	**1,973**	**18,393**	**283,140**
	'78	68,355	215,185	1,540	......	822	24,898	3,325	14,460	329,185
(Memo-Units)#	'79	**13,871**	**47,114**	......	......	......	......	......	......	**60,985**
	'78	14,736	56,626	......	......	......	......	......	......	71,362
INTERNATIONAL	'79	......	**23,464**	......	......	......	**27,221**	**27,309**	**38,585**	**116,579**
	'78	......	36,065	......	......	......	29,964	16,494	34,051	116,574
(Memo-Units)#	'79	......	......	......	......	......	......	......	......	......
	'78	......	36,065	......	......	......	......	......	......	36,065
JEEP	'79	**83,401**	**61,813**	......	......	......	......	......	......	**145,214**
	'78	85,222	78,326	......	......	......	......	......	......	163,548
(Memo-Units)#	'79	**83,401**	**26,781**	......	......	......	......	......	......	**110,182**
	'78	85,222	36,347	......	......	......	......	......	......	121,569
KENWORTH	'79	......	......	......	......	......	......	......	**14,893**	**14,893**
	'78	......	......	......	......	......	......	......	14,345	14,345
MACK	'79	......	......	......	......	......	......	......	**29,264**	**29,264**
	'78	......	......	......	......	......	......	......	27,390	27,390
PETERBILT	'79	......	......	......	......	......	......	......	**8,693**	**8,693**
	'78	......	......	......	......	......	......	......	9,454	9,454
PLYMOUTH*	'79	**14,428**	**5,250**	......	......	......	......	......	......	**19,678**
	'78	868	7,145	......	......	......	......	......	......	8,013
WESTERN STAR	'79	......	......	......	......	......	......	......	**1,133**	**1,133**
	'78	......	......	......	......	......	......	......	786	786
WHITE	'79	......	......	......	......	......	......	......	**9,145**	**9,145**
	'78	......	......	......	......	......	......	437	10,189	10,626
MISCELLANEOUS**	'79	**258,003**	**14**	**43**	**6**	**31**	**2,687**	**1,666**	**2,360**	**264,810**
	'78	210,268	6	93	......	35	1,705	929	2,087	215,123
TOTALS	'79	**1,272,934**	**1,791,040**	**39,336**	**4,942**	**2,858**	**143,626**	**47,315**	**165,859**	**3,467,910**
	'78	1,143,064	2,408,269	54,974	15,250	2,933	147,013	38,996	152,841	3,963,340

★—No Oklahoma registrations, 1979 and 1978; Hawaii, July-December, 1979.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ramcharger, Trail Duster, D-50, Arrow; Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, Crane Carrier, etc. —Compiled from R. L. Polk & Co. data.

TRUCK AND BUS FACTORY SALES BY GROSS VEHICLE WEIGHT

Total Sales from U. S. Plants

G.V.W. in lbs		6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
January	1979	101,304	169,918	3,445	612	292	15,339	4,596	16,815	312,321
February	1979	98,596	158,827	3,133	744	365	14,864	4,336	16,773	297,638
March	1979	114,010	191,301	5,032	864	582	18,226	4,451	19,841	354,307
April	1979	91,331	144,506	1,907	33	301	12,791	3,697	16,337	270,903
May	1979	115,748	172,111	826	4	230	17,411	4,134	18,692	329,156
June	1979	100,449	150,566	949	1	194	15,728	4,926	17,272	290,085
July	1979	79,201	105,618	313	80	511	13,458	3,615	16,080	218,876
August	1979	51,738	68,767	430	—	822	10,227	3,245	16,155	151,384
September	1979	64,140	101,472	221	—	364	13,283	4,147	14,622	198,249
October	1979	79,074	132,189	1,796	55	365	14,042	5,191	18,444	251,156
November	1979	65,305	107,777	52	6	169	8,976	2,145	11,758	196,188
December	1979	52,925	91,203	1,059	—	416	8,959	1,781	10,100	166,443
12 Months	1979	1,013,821	1,594,255	19,163	2,399	4,611	163,304	46,264	192,889	3,036,706

Total Sales from Canadian Plants

G.V.W. in lbs		6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
January	1979	26,896	29,419	—	—	—	865	1,032	1,547	59,759
February	1979	27,345	27,512	—	—	—	1,304	935	1,519	58,615
March	1979	34,033	37,464	—	—	—	1,966	1,200	1,976	76,639
April	1979	26,097	24,450	—	—	—	1,424	879	1,760	54,610
May	1979	33,592	29,390	—	—	56	3,246	708	1,985	68,977
June	1979	29,937	26,552	—	—	100	1,544	574	1,938	60,645
July	1979	17,519	14,026	—	—	45	1,712	393	1,234	34,929
August	1979	18,696	10,572	—	—	65	2,530	741	1,630	34,234
September	1979	25,874	19,777	—	—	35	1,880	1,126	1,342	50,034
October	1979	25,079*	21,963*	—	—	35	1,217	1,172	1,737	52,203*
November	1979	21,949	18,684	—	—	37	746	1,121	1,515	44,052
December	1979	18,320	18,988	—	—	23	350	598	1,099	39,378
12 Months	1979	305,337	278,797	—	—	396	18,784	10,479	19,282	633,075

*Revised.

Source: MVMA

NEW-TRUCK REGISTRATIONS IN U. S., 1979-1978

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Chevrolet	G.M.C.	International	Jeep Truck	Pacific Car & Foundry Corp.	Mack Truck Corp.	Freightliner	White (Autocar,) Western Star	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'79	4154	19966	19996	4485	1719	1089	604	718	400	374	5289	58786	'79	**Alabama**
	'78	5043	25300	25092	5667	1676	1225	655	754	237	390	3733	69772	'78	
Alaska	'79	706	2417	1940	511	196	255	51	12	7	27	638	6760	'79	**Alaska**
	'78	793	3275	2679	741	238	348	41	9	1	35	854	9014	'78	
Arizona	'79	4596	16272	16506	4310	882	1555	333	119	97	109	7265	52044	'79	**Arizona**
	'78	4800	18100	17955	3983	671	1321	275	163	27	51	5699	53045	'78	
Arkansas	'79	4140	20109	17242	4604	1248	1785	419	313	449	83	3837	53427	'79	**Arkansas**
	'78	4437	21796	20975	5659	1546	1917	380	271	245	113	2053	59392	'78	
California	'79	39780	84982	87869	22473	7507	6657	2970	504	2309	1016	61634	318107	'79	**California**
	'78	52378	100494	93464	25385	6406	7814	2633	627	1758	884	55400	347245	'78	
Colorado	'79	5081	19580	15247	3689	2187	4082	387	251	182	129	7049	57754	'79	**Colorado**
	'78	5329	21642	15952	3914	2330	3610	380	223	221	107	5622	59330	'78	
Connecticut	'79	2784	7707	9238	2801	1136	1890	79	392	15	177	2247	28466	'79	**Connecticut**
	'78	4081	9754	10909	3315	1419	2312	99	377	13	192	1960	34451	'78	
Delaware	'79	765	2820	2637	581	1058	442	170	123	130	38	531	9287	'79	**Delaware**
	'78	700	2681	3348	688	1230	405	142	257	211	45	399	10106	'78	
Florida	'79	[illegible]	47872	35462	12036	3655	3736	577	1225	265	629	11640	132976	'79	**Florida**
	'78	17273	50656	36972	12627	3237	3414	614	1305	148	466	8676	135388	'78	
Georgia	'79	6676	28187	23557	5357	1942	1881	634	912	158	299	6596	75899	'79	**Georgia**
	'78	7214	32889	26922	6112	2044	1939	846	875	165	436	4661	84103	'78	
Hawaii	'79	318	852	818	177	132	318	27	1		5	943	3591	'79	**Hawaii**
	'78	500	2046	1900	351	248	439	21	3		4	2474	7986	'78	
Idaho	'79	1555	6077	6276	2279	482	499	277	267	75	38	2282	20107	'79	**Idaho**
	'78	2142	8232	8209	2780	607	682	234	115	61	26	2418	25506	'78	
Illinois	'79	13450	57488	53076	13918	8659	10984	1243	1836	848	896	5368	167676	'79	**Illinois**
	'78	15201	59242	56045	14601	7237	6272	1295	1206	648	1099	3790	166636	'78	
Indiana	'79	7423	30806	31078	8323	5170	3687	775	767	550	287	3514	93180	'79	**Indiana**
	'78	10190	40681	47061	11002	5824	5872	824	731	463	280	2854	125782	'78	
Iowa	'79	5328	21138	21533	4581	1690	1925	347	345	242	53	1954	59136	'79	**Iowa**
	'78	5660	22545	23476	5139	1557	1356	294	415	220	54	1596	62312	'78	
Kansas	'79	3849	19074	18673	5185	1558	1800	603	181	348	148	3340	54769	'79	**Kansas**
	'78	3596	16806	18848	4615	1189	1367	458	128	331	263	2320	49922	'78	
Kentucky	'79	4673	21284	23768	3812	1268	3292	160	756	113	60	3450	62645	'79	**Kentucky**
	'78	5593	30411	34311	5793	1919	5225	219	1022	134	143	2625	87395	'78	
Louisiana	'79	7623	32390	26624	7691	1801	1147	369	496	225	138	4434	82938	'79	**Louisiana**
	'78	7658	33878	28758	8010	1680	957	430	684	176	209	2859	85299	'78	
Maine	'79	1544	5077	5649	2406	615	870	59	99	36	57	1405	17818	'79	**Maine**
	'78	2241	7088	7837	3432	1007	1237	67	109	25	81	1273	24397	'78	
Maryland	'79	5429	19135	15614	3616	2327	2015	166	633	79	264	3608	52886	'79	**Maryland**
	'78	5284	22377	17916	3791	1915	2038	184	559	70	266	2516	56916	'78	
Massachusetts	'79	5348	14852	14696	4756	1795	2591	143	568	17	140	2742	47648	'79	**Massachusetts**
	'78	6752	17626	16025	5396	2088	3017	136	397	35	163	2116	53751	'78	
Michigan	'79	15139	48769	49593	14275	3948	7485	403	440	208	309	4684	145253	'79	**Michigan**
	'78	22079	68469	73737	19831	4281	9832	354	392	274	406	3584	203239	'78	
Minnesota	'79	8474	30880	23920	5985	3571	2378	709	423	445	111	2349	79245	'79	**Minnesota**
	'78	9836	34301	26698	7233	3075	2431	593	315	245	100	1738	86565	'78	
Mississippi	'79	3218	18591	15725	3791	1179	864	318	445	144	198	3168	47641	'79	**Mississippi**
	'78	3103	20614	18437	4582	1379	807	313	543	181	166	2309	52434	'78	
Missouri	'79	8526	30590	30453	8389	3119	3620	397	198	376	166	4565	90399	'79	**Missouri**
	'78	10154	33215	36957	8526	3369	3594	383	226	291	264	3001	99980	'78	
Montana	'79	1297	6836	6544	1973	433	686	280	27	82	22	1503	19683	'79	**Montana**
	'78	1866	9208	8618	2519	479	1215	349	32	79	27	1836	26228	'78	
Nebraska	'79	2743	14117	12066	3616	1796	826	1234	414	526	190	1541	39069	'79	**Nebraska**
	'78	2599	12954	11923	3622	1628	812	1317	380	538	128	1313	37214	'78	
Nevada	'79	2023	5747	5176	1663	436	942	111	17	22	40	2616	18793	'79	**Nevada**
	'78	2846	6508	5596	2156	399	1131	108	28	20	23	2393	21208	'78	
New Hampshire	'79	2053	6105	7762	2686	972	1629	99	400	36	63	1959	23764	'79	**New Hampshire**
	'78	1856	4947	6076	2286	822	1188	76	287	11	34	1170	18752	'78	
New Jersey	'79	9455	20759	18588	4021	2990	3156	483	1602	237	533	3429	65253	'79	**New Jersey**
	'78	11074	23960	20994	4443	2982	3336	503	1272	130	492	2896	72082	'78	
New Mexico	'79	2150	12081	9553	4092	736	999	234	177	90	47	2846	33005	'79	**New Mexico**
	'78	2491	13495	10720	3721	711	881	245	127	46	37	2076	34550	'78	
New York	'79	16698	37923	39831	11746	5642	7184	405	1627	145	499	5183	126883	'79	**New York**
	'78	19720	43732	46034	11667	5449	7522	412	1327	87	564	4339	140853	'78	
N. Carolina	'79	6325	27242	25668	6562	2885	4046	778	678	459	448	8147	83238	'79	**N. Carolina**
	'78	7684	34228	30205	8101	2638	5553	833	683	479	392	5400	96196	'78	
N. Dakota	'79	1428	6678	6733	2025	798	597	235	58	119	33	747	19451	'79	**N. Dakota**
	'78	1381	6540	6979	1905	694	680	283	47	68	18	519	19114	'78	
Ohio	'79	14791	48809	49911	11227	6602	7857	742	2093	525	1082	5322	148961	'79	**Ohio**
	'78	21923	65805	71067	14973	6942	14665	827	2075	588	1503	4402	204770	'78	
Oklahoma	'79													'79	**Oklahoma**
	'78													'78	
Oregon	'79	4259	16256	16176	3666	1318	1264	829	343	535	344	10106	55096	'79	**Oregon**
	'78	6899	20622	22237	4881	1598	1609	665	412	479	274	9100	68776	'78	
Pennsylvania	'79	16204	48237	42988	11415	7445	12115	841	2915	437	616	6977	149290	'79	**Pennsylvania**
	'78	21596	60282	56679	14853	8969	16097	1048	[illegible]	438	635	6268	189679	'78	
Rhode Island	'79	1010	2389	1974	598	279	496	46	195	12	20	530	7549	'79	**Rhode Island**
	'78	1556	2904	2257	825	486	615	23	131	2	24	357	9180	'78	
S. Carolina	'79	3727	13127	11250	2483	1387	1295	234	461	77	151	3891	38083	'79	**S. Carolina**
	'78	3973	16029	13185	2783	1421	1665	236	329	58	194	2991	42864	'78	
S. Dakota	'79	1337	6077	5769	1282	649	512	129	39	223	20	668	16705	'79	**S. Dakota**
	'78	1522	6355	6499	1512	675	610	196	10	137	25	561	18102	'78	
Tennessee	'79	5697	23482	22832	6550	1850	2785	398	572	223	783	5437	70789	'79	**Tennessee**
	'78	7378	31661	31488	8527	2286	3987	480	688	275	618	4447	91835	'78	
Texas	'79	21143	106935	113382	25099	9747	5618	2056	2349	1232	867	18603	307031	'79	**Texas**
	'78	23464	118341	128567	28672	7840	4865	2234	2219	1269	1063	13341	331875	'78	
Utah	'79	1897	6845	6499	3089	547	1162	448	218	177	92	3165	24138	'79	**Utah**
	'78	3019	9953	9161	4217	697	1384	436	141	191	55	2806	32060	'78	
Vermont	'79	861	2497	3006	1055	440	370	22	58	15	8	818	9650	'79	**Vermont**
	'78	936	3116	3400	1229	564	975	48	59	6	4	731	11068	'78	
Virginia	'79	7290	27226	20904	4720	1936	4101	340	1096	115	232	5066	73026	'79	**Virginia**
	'78	9085	35027	26824	5680	2594	5163	329	1350	91	269	3745	90157	'78	
Washington	'79	5824	[illegible]	18463	5696	1283	1232	651	257	312	180	11856	65091	'79	**Washington**
	'78	7606	24576	23493	6936	1356	1489	604	284	179	84	10269	76876	'78	
W. Virginia	'79	4005	14313	14990	3097	1531	4021	70	376	53	161	1885	44502	'79	**W. Virginia**
	'78	5216	17621	17986	3530	1898	4818	145	355	67	140	1497	53273	'78	
Wisconsin	'79	6335	23843	20315	6790	3686	3412	445	433	239	225	2241	67964	'79	**Wisconsin**
	'78	7378	29608	24913	8305	3399	3143	354	505	275	234	1890	80004	'78	
Wyoming	'79	1468	8042	6020	2472	484	1038	234	64	55	43	1207	21147	'79	**Wyoming**
	'78	1447	7911	6466	2648	475	1106	174	46	26	58	945	21302	'78	
Dist. of Columbia	'79	219	740	560	112	58	81	2	6	2	11	60	1851	'79	**Dist. of Columbia**
	'78	277	788	570	133	29	67	3	14	1	3	55	1940	'78	
Federal Government	'79	10078	1655	10864	1170	1876	10663	5	367		142	35	36855	'79	**Federal Government**
	'78	17085	1859	474	1000	1349	9541		126	5	151	20	31610	'78	
Motor Homes	'79	44761	8443	19964	4204							5232	82604	'79	**Motor Homes**
	'78	68569	2103	12893	4888							3352	91805	'78	
United States Total	'79	371648	1122656	1084870	283140	118579	145214	23586	29286	13636	12505	264810	3467910	'79	**United States Total**
	'78	472483	1314251	1275787	329185	116574	163548	23799	27427	11725	13292	215269	3963340	'78	

Registrations for the State of Hawaii are temporarily delayed. Registrations for the State of Oklahoma are not available.

Period covered to date: Month, December 1979 and December 1978.

TOTAL TRUCKS IN OPERATION IN U. S., MAKES BY YEAR MODELS

(As of July 1, 1979)

MAKE	July 1 Totals	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	Prior to '64	Yr. not Given
Chevrolet	11171009	804175	1156258	1072150	951178	699218	857814	836853	678859	458785	484616	544087	424923	342247	347267	294950	239829	976268	1532
Diamond-Reo	37107	....	....	....	154	1717	3142	3174	2871	2813	2782	2306	1606	1698	1700	1398	1117	10326	303
Divco	5632	22	36	31	50	75	54	23	240	204	167	141	34	595	666	706	599	1988	1
Dodge	2686466	184244	282314	413042	224306	225582	252652	241433	163498	100774	79152	85826	81269	60281	55278	51430	36657	148277	451
Ford	10857424	832656	1214006	974925	885020	606751	850715	832065	774810	557807	535839	531114	367351	344228	313081	242757	188721	804014	1564
Freightliner	77756	8500	9603	7782	5125	5474	8672	8430	6110	3766	3006	3398	2656	1820	1100	696	503	1105	10
GMC	2435474	189451	291770	262601	218276	146499	179035	189782	142469	102336	101226	106767	84464	59682	63863	54949	36573	205016	715
International	1772412	57222	95875	99676	74614	110592	132082	168783	134388	115567	102422	83251	77638	84093	69776	61331	53639	250890	573
Jeep	1030759	111814	126403	100117	78537	47940	70043	56121	38261	26971	31220	32361	25260	28242	23052	20439	19807	193813	358
Kenworth	101088	10119	13371	11815	6436	5573	10177	9996	7038	4687	3846	4031	2338	1648	1999	1389	1216	5364	45
Mack	223778	18179	25557	19867	11706	12552	19779	18759	14911	10815	11355	10099	8796	6829	6424	4501	3667	19899	83
Peterbilt	70481	6594	9002	8797	4696	5321	7596	5294	4402	2917	2545	2819	2201	1305	1390	1248	988	3312	54
Plymouth	35589	12093	6429	5527	3581	3729	4220	....	....	....	....	....	....	....	....	....	....	....	10
White	152133	8469	11268	11398	6636	8794	13258	13129	9579	8617	9065	9719	7991	6153	6342	4359	3386	13854	116
Miscellaneous	1925883	158910	298525	242859	208123	126657	179979	203632	162537	104663	68183	43498	24261	18928	13596	9195	8237	53137	963
TOTALS	32582991	2402448	3540417	3230587	2678438	2006474	2589218	2587474	2139973	1500722	1435424	1459417	1110788	957749	905534	749348	594939	2687263	6778

The statistics for the state of Oklahoma and Pennsylvania have been estimated.

Compiled from official State Records by R. L. Polk & Co. Supplied to subscribers for internal use. Re sale, republishing of sharing prohibited.

RV VEHICLE SHIPMENTS

1979**

(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use van conversions	104,100

1978**

(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use van conversions	136,400

**—Pickup covers no longer included in RVIA shipments.

1977

(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976

(Total shipments—656,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975

(Total Shipments—552,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1974

(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973

(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972

(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971

(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970

(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

1969

(Total Shipments—514,100)

Travel Trailers	144,000
Truck Campers	92,500
Camping Trailers	141,000
Motor Homes	23,100
Pickup Covers	113,500

1968

(Total Shipments—483,100)

Travel Trailers	115,200
Truck Campers	79,500
Camping Trailers	125,200
Motor Homes	13,200
Pickup Covers	150,000

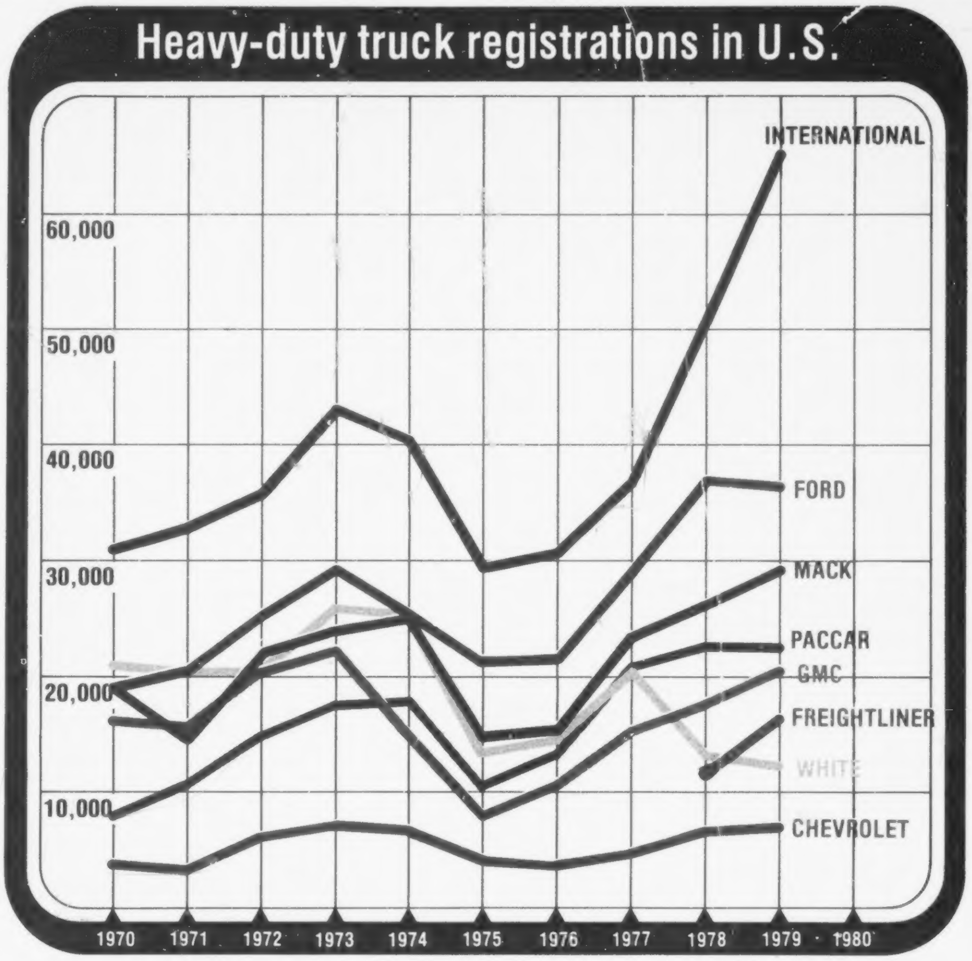
1967

(Total Shipments—244,430)

Travel Trailers	94,500
Truck Campers	61,600
Camping Trailers	79,280
Motor Homes	9,050
Pickup Covers	....

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreational Vehicle Industry Assn.


Heavy-duty truck registrations in U.S.

- Mack includes Brockway
- PACCAR includes Kenworth and Peterbilt
- White includes Freightliner until 1977

26,001 lbs. GVW & over

1979 TRUCKS—U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	100,977	96,691	109,965	307,633	77,521	106,097	84,335	267,953	72,205	46,319	55,323	173,847	74,078	64,968	45,889	184,935	934,368
Dodge	49,534	43,316	43,977	136,827	20,638	37,046	31,705	89,389	8,744	2,904	12,400	24,048	21,072	17,805	13,853	52,730	302,994
Ford	117,994	103,539	126,366	347,899	99,510	122,246	107,075	328,831	74,039	33,213	58,732	165,984	75,430	59,542	54,547	189,519	1,032,233
GMC	30,172	28,678	33,866	92,716	25,234	36,255	36,887	98,376	37,627	21,239	22,396	81,262	25,496	22,937	16,594	65,027	337,381
International	12,503	12,210	14,058	38,771	11,242	14,023	12,605	37,870	3,685	11,950	9,742	25,377	13,121	314	....	13,435	115,453
Mack	3,362	3,141	3,682	10,185	2,768	3,392	3,224	9,384	2,272	3,139	2,947	8,358	3,540	2,729	1,741	8,010	35,937
White†	1,412	1,389	1,126	3,927	649	1,116	1,038	2,803	542	876	843	2,261	955	746	568	2,269	11,260
Jeep	14,821	13,624	18,943	47,388	12,967	12,571	10,114	35,652	1,777	13,198	10,815	25,790	8,383	9,939	7,472	25,794	134,624
AM Corp	2,071	2,029	2,012	6,112	2,031	2,401	2,607	7,039	1,232	2,258	1,804	5,294	1,658	2,223	1,608	5,489	23,934
Volkswagen	....	....	....	....	....	....	....	....	....	....	....	....	8	245	2,154	2,407	2,407
Miscellaneous	3,888	3,741	4,131	11,760	3,530	3,814	3,307	10,651	3,142	3,750	3,076	9,968	4,112	3,553	2,863	10,528	42,907
Total Trucks, U. S.	336,734	308,358	358,126	1,003,218	256,090	338,961	292,897	887,948	205,265	138,846	178,078	522,189	227,853	185,001	147,289	560,143	2,973,498

†—White total includes Autocar, Freightliner. Also, Diamond Reo through July 9.

—AM Corp. vehicles are a breakout of nonmilitary vehicles from Jeep. Jeep figures indicates military vehicles only.

1979 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp	8,767	8,643	9,556	26,966	4,294	7,778	6,340	18,412	....	....	3,761	3,761	4,509	3,977	3,241	11,727	60,866
Ford Motor	31,254	27,904	32,065	91,223	22,752	31,399	22,410	76,561	7,306	8,850	13,818	29,974	16,240	15,699	17,068	49,007	246,765
General Motors	26,830	24,911	27,482	79,223	23,161	26,655	24,799	74,615	16,573	14,887	21,973	53,433	25,001	21,225	16,373	62,599	269,870
American Motors	5,595	5,808	6,374	17,777	4,660	5,360	5,103	15,123	1,108	4,804	4,009	9,921	3,392	3,602	2,120	9,114	51,935
International	1,854	1,716	1,990	5,560	1,747	2,089	1,949	5,785	662	2,062	1,383	4,127	2,034	1,846	780	4,660	20,132
Mack	344	282	389	1,015	233	367	376	976	264	225	358	847	396	379	264	1,039	3,877
White	358	362	340	1,060	330	355	358	1,043	343	226	304	873	404	353	258	1,015	3,991
Total Trucks, Canada	75,002	69,626	78,196	222,824	57,177	74,003	61,335	192,515	26,256	31,074	45,606	102,936	51,976	47,081	40,104	139,161	657,436

Imported cars: Biggest sales year in history spearheaded by Japanese makes

By Richard A. Wright
Assistant Managing Editor

Imported car sales in 1979 were by far the highest in history and the record came on the heels of two straight two-million-unit years.

Sales of imported cars totaled 2,327,932, compared with 2,000,500 in 1978 and 2,071,100 in 1977. The two-million sales mark had never been reached until 1977.

Registrations of new imported cars totaled a record 2,339,004. It was the first time registrations had exceeded two million. (Obviously, sales and registrations are measuring the same thing, but they are two different sets of figures and should not be mixed. Registrations were very close to two million in both 1978 and 1977).

New this year in the imported car section is a table on Page 48 giving a breakout by model for import sales. This table shows that the Toyota Corolla was the biggest selling import in 1979, with sales of 274,934. Next was Datsun's 210, of which 216,812 were retailed.

Also on Page 48 are tables showing imported cars in operation, import franchises and retail outlets and import sales per outlet.

While sales and registration data differ, there is no doubt that 1979 was by far the biggest year ever for imports. The existence of two different systems of collecting data on new cars presents some problems for the researcher.

Sales figures are reported by the importing companies and are compiled from reports by their dealers. Registrations are collected from state registration records. They are different for any number of reasons, including the fact that some states delay figures and Oklahoma does not release them at all.

Characteristics of sales and registrations are different also. Registrations have more of a carved-in-stone quality (although this has been changing, as R. L. Polk & Co. revises its figures when delayed figures become available), whereas some importers regularly revise their figures when better data is available.

Another consideration is breakout by make. Sales are broken out by all reporting makes, while registrations of only the top 10 makes are reported.

The table in the first column showing new import registrations since 1948 reflect the sharp growth of the imports, as do the color graphs on this page and on page 48. From a mere trickle of 16,133 in 1948, registrations of new imported cars grew to one million by 1969 and hit two million last year, 10 years later.

The import market was thoroughly dominated by Volkswagen until the late '60s, when the Japanese nameplates began to make their presence felt. It was not until 1975 that Toyota passed VW in sales. Datsun passed VW the following year, Honda in 1978 and Mazda in 1979, as VW became primarily a domestic producer.

5 YEARS OF IMPORT SALES IN U. S.

	1979	1978	1977	1976	1975
Alfa Romeo	4,011	6,237	6,712	5,283	5,342
Arrow	48,860	28,296	47,345	30,430	....
Audi	42,709	40,878	35,854	33,316	50,680
BMW	34,521	31,457	28,776	26,040	19,419
Capri	....	4,079	22,458	29,904	54,586
Challenger	14,166	17,649	1,832	....	....
Colt	62,705	44,570	70,679	48,542	60,356
Datsun	472,252	338,096	388,378	270,103	253,192
Ferrari	679	617	N.A.	N.A.	N.A.
Fiat	58,934	60,435	63,479	61,540	100,511
Fiesta	78,109	76,145	40,549	....	....
Honda	353,291	274,876	223,633	150,929	102,383
Jaguar	3,746	4,782	4,349	7,384	6,799
Lancia	1,602	2,811	5,500	....	....
Mazda	156,533	75,309	50,609	35,383	65,351
Mercedes-Benz	52,819	46,695	48,722	43,205	45,259
MG	26,025	26,656	34,794	28,436	27,946
Opel	13,815	19,222	29,067	10,483	39,730
Peugeot	11,688	9,061	10,002	9,497	11,850
Porsche	13,818	17,017	19,896	14,192	16,658
Renault	18,862	15,739	13,198	6,880	5,788
Rolls-Royce	1,002	1,109	N.A.	N.A.	N.A.
Saab	15,142	15,662	13,120	9,866	13,732
Sapporo	12,322	12,777	1,406	....	....
Subaru	127,871	103,274	80,826	48,928	41,587
Toyota	507,816	441,800	493,048	346,920	283,909
Triumph	12,733	16,447	29,258	28,232	22,803
Volkswagen	125,100	216,709	260,704	201,670	267,730
Volvo	56,027	50,880	46,790	43,887	60,338
TOTAL	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000

IMPORT REGISTRATIONS SINCE 1948

1948	16,133	1964	484,131
1949	12,251	1965	569,415
1950	16,336	1966	658,123
1951	20,828	1967	779,220
1952	29,299	1968	985,767
1953	28,961	1969	1,061,617
1954	32,403	1970	1,230,961
1955	58,465	1971	1,465,673
1956	98,187	1972	1,529,402
1957	204,109	1973	1,719,913
1958	378,517	1974	1,369,148
1959	614,131	1975	1,500,928
1960	498,785	1976	1,446,637
1961	378,622	1977	1,967,759
1962	339,160	1978	1,946,094
1963	385,624	1979	2,339,004

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports

1979 Pos.	Make	1978 Pos.
1—488	Honda	396— 2
2—485	Toyota	423— 1
3—445	Datsun	323— 3
4—274	Volkswagen*	213— 4
5—213	Mazda	114— 8
6—175	Subaru	145— 5
7—136	Volvo	120— 6
8—130	Mercedes-Benz	115— 7
9— 98	Audi	95— 9
9— 98	BMW	92—10
11— 90	Fiat	89—11
12— 71	MG	68—12
13— 46	Saab	48—14
14— 44	Renault	46—15
15— 43	Porsche	54—13
16— 42	Peugeot	32—18
17— 37	Triumph	45—16
18— 27	Colt	21—20
19— 22	Arrow	14—**
20— 18	Alfa Romeo	35—17

* —Includes U.S.-built Volkswagens.
**—Not in the Top 20 in 1979.

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1979.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1968	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,639

*—Alltime high.

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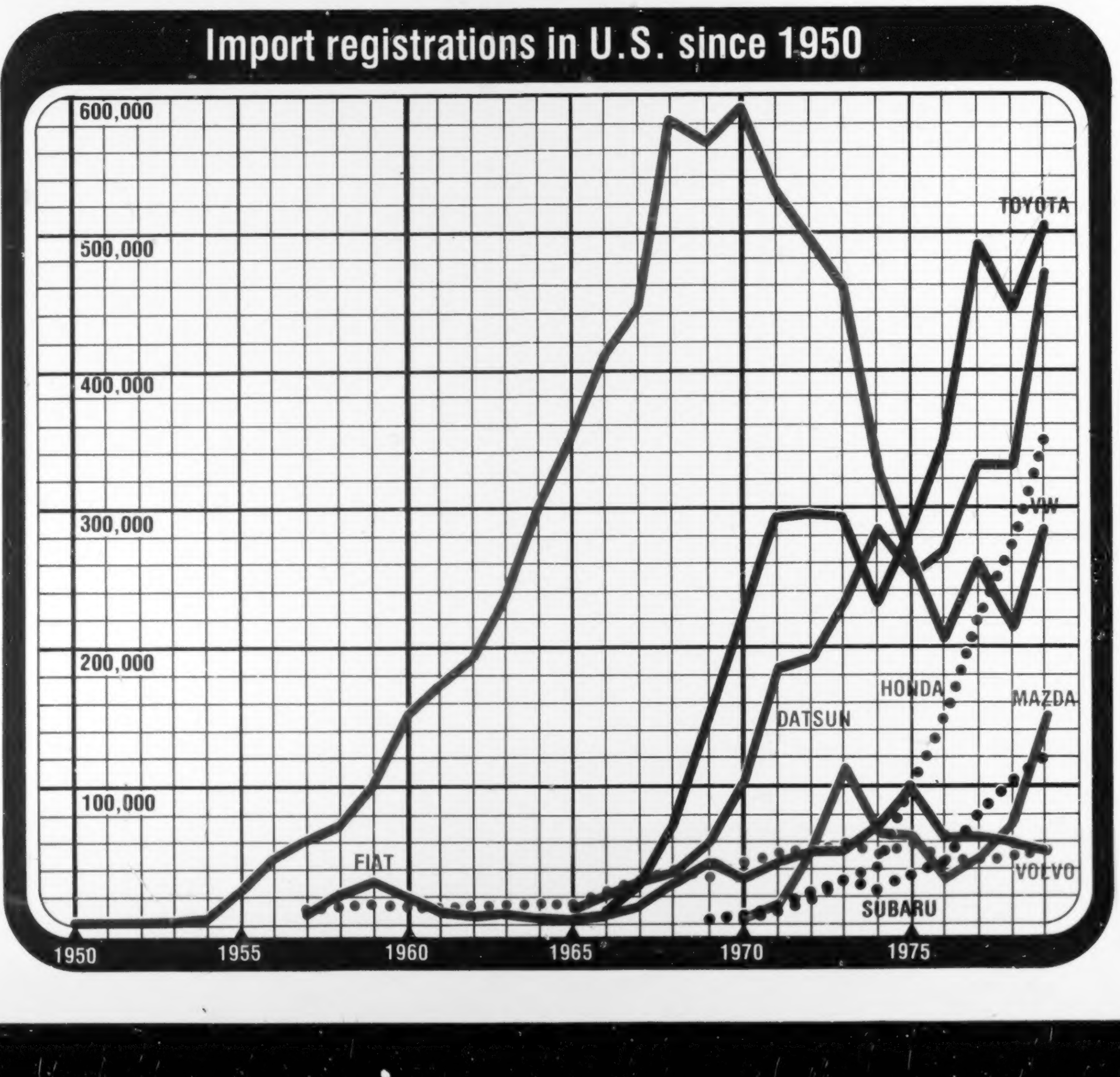
Import registrations in U.S. since 1950

IMPORT SALES PER OUTLET, 1970-1979

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Honda	488	396	339	252	214	109	132	86	66	65
Toyota	485	423	479	347	295	251	307	282	309	222
Datsun	445	323	384	279	280	200	250	187	198	125
VW	274	213	252	187	232	283	401	372	430	500
Mazda	213	114	95	69	154	182	357	203	126	55
Subaru	175	145	118	76	72	41	71	28	19	14
Volvo	136	120	103	89	126	120	145	126	128	124
Mercedes	130	115	119	107	112	98	110	103	99	97
Audi	98	95	85	79	124	150	168	111	109	49
BMW	98	92	93	89	68	60	54	47	40	37
Fiat	90	89	93	85	140	105	87	80	68	65
MG	71	68	84	63	58	50	58	51	54	53
Saab	46	48	42	29	35	33	46	41	40	33
Renault	44	47	46	24	26	28	27	27	40	52
Porsche	43	54	65	47	54	71	87	81	93	110
Peugeot	42	32	35	32	42	29	17	16	20	19
Triumph	37	45	77	72	59	48	54	51	47	36
Colt	27	21	37	26	33	25	23	27	46	0
Arrow	22	15	28	—	0	0	0	0	0	0
Alfa Romeo	18	35	39	29	33	25	25	19	18	14

1973-79 figures are based on retail sales; figures for prior years are based on registrations.

NEW IMPORTED-CAR SALES BY MODEL YEAR

	1979	1978
Alfa Romeo	4,011	6,237
Arrow	48,860	28,296
Audi	42,709	40,882
Fox	6,151	19,584
4000	8,282	——
5000	26,076	20,761
5000 diesel	2,200	——
100 LS	——	537
BMW	34,520	31,439
320i	23,604	22,164
528	6,878	6,618
633csi	838	992
733	3,197	1,632
Others	3	33
Capri	——	4,079
Challenger	14,166	17,649
Colt	62,705	44,570
Datsun	472,252	338,096
210	216,812	133,771
F-10	5,744	27,132
310	75,466	785
510	53,949	57,826
810	12,116	21,351
200-SX	30,214	28,037
ZX	71,983	64,459
Misc. Hawaii	5,968	4,735
Ferrari	679	617
Fiat	58,934	60,435
128	8,439	13,798
Strada	12,285	——
X/1-9	9,347	10,817
Spider 2000	14,572	15,417
Brava	14,291	20,403
Fiesta	78,109	76,145
Honda	353,291	274,876
Accord	157,919	120,841
Civic	155,541	154,035
Prelude	39,831	——
Jaguar	3,749	4,628
XJ-6	2,512	2,657
XJ-12	542	921
XJ-S	695	1,050
Lancia	1,602	2,811
Beta Sedan	339	741
Beta Coupe	765	1,175
HPE	228	762
Zagato	263	——
Scorpion	7	133
Mazda	156,535	75,309
GLC	72,601	52,877
626	28,684	——
RX-7	54,853	19,359
Others	397	3,073
Mercedes-Benz	52,820	46,695
240-D	11,066	7,348
300-D	8,846	10,694
300-CD	2,203	2,261
300-TD	2,450	——
300-SD	11,067	4,299
230	138	593
280-E	1,577	1,907
280-CE	1,118	1,404
280-SE	1,080	3,335
450-SE	2	11
450-SEL	4,162	5,568
6.9	576	457
450-SL	6,610	6,920
450-SLC	1,922	1,897
Others	3	1
MG	26,025	26,656
MG-B	16,860	17,271
Midget	9,165	9,385
Opel	13,815	19,222
Peugeot	11,795	9,265
604	1,088	1,794
504	1,951	1,720
504 Diesel	8,649	5,547
Tourist	107	204
Porsche	13,818	17,018
924	7,710	10,433
924 Turbo	635	——
928	1,554	1,535
911	3,267	4,484
930 Turbo	652	566
Renault	18,862	15,387
Rolls-Royce	1,002	1,109
Saab	15,142	15,662
99	2,818	3,816
900 GLi	2,440	4,227
900 EMS	2,098	2,878
900 GLE	3,295	2,405
900 Turbo	4,328	2,080
Tourist	163	254
Sapporo	12,322	12,777
Subaru	127,871	103,274
Toyota	507,816	441,800
Corolla	274,934	212,757
Celica	172,815	167,366
Corona	36,570	34,823
Cresseda	11,910	12,484
Land Cruiser	5,716	8,858
Misc. Hawaii	5,871	5,512
Triumph	12,730	16,447
TR-7	4,386	6,216
Spitfire	8,344	10,231
Volkswagen*	125,190	216,283
Beatle conv.	10,681	9,932
Rabbit conv.	42	——
Rabbit diesel*	47,996	44,594
Rabbit gasoline*	——	81,559
Type II bus	15,990	23,322
Dasher gasoline	14,055	28,531
Dasher diesel	10,412	208
Scirocco	26,014	28,137
Rabbit gasoline	139,242	23,017
Rabbit diesel	27,597	——
Volvo	56,602	50,880
242	14,641	12,895
244	15,689	13,612
245	12,702	11,859
262-C	1,361	867
264	9,479	8,621
265	2,155	2,323
Tourist	575	703
TOTAL IMPORTS	2,327,932	1,998,547

*—Does not include U.S.-built.

IMPORTED CARS IN OPERATION

	1979	1978	1977	1976	1975	1974 and Earlier	TOTAL
Alfa Romeo	3,991	6,140	6,446	4,898	4,768	13,325	39,568
Arrow	48,606	27,870	45,520	28,320			150,316
Audi	42,521	40,308	34,808	31,327	44,479	117,923	311,366
Austin				1,003	11,069	33,035	45,107
BMW	33,036	31,109	27,949	24,707	17,599	61,619	196,019
Capri		4,027	21,662	27,418	48,601	257,188	358,896
Challenger	14,095	17,403	1,780				33,278
Colt	62,341	43,904	68,579	45,105	49,144	103,080	372,153
Cricket						26,310	26,310
Datsun	469,371	333,008	374,912	252,656	223,660	691,249	2,344,856
Fiat	53,521	59,053	60,706	57,073	83,080	239,926	558,359
Fiesta	77,718	74,969	39,126				191,813
Honda	351,454	270,220	214,878	140,865	88,769	82,841	1,149,027
Jaguar	3,734	4,725	4,258	6,973	6,198	38,845	64,733
Lancia	1,597	2,764	5,317				9,678
Mazda	155,784	23,885	48,609	32,130	54,643	169,004	484,055
Mer.-Benz	52,714	46,299	47,489	41,091	42,315	223,498	453,406
MG	25,843	26,151	33,350	26,348	23,689	157,008	292,389
Opel	13,732	18,897	27,862	9,776	35,747	368,436	474,450
Peugeot	11,748	8,965	9,744	8,975	10,840	36,987	87,259
Porsche	13,680	16,872	19,510	13,521	15,504	95,883	174,970
Renault	18,748	15,474	12,509	6,279	6,357	80,741	140,108
Rolls Royce	1,002	1,108	1,128	1,232	755	6,624	11,849
Saab	15,081	15,442	12,672	9,239	12,395	56,844	121,673
Sapporo	12,260	12,599	1,366				26,225
Subaru	127,219	101,720	77,787	45,534	34,921	62,380	449,561
Toyota	505,277	435,195	476,449	326,803	232,450	953,721	2,929,895
Triumph	12,654	16,172	28,015	25,986	19,132	107,309	209,268
Volkswgn.	124,564	235,728	251,668	191,289	231,574	2,602,590	3,637,413
Volvo	56,376	50,220	45,461	41,136	53,376	277,424	523,993
Misc.	3,140	2,884	3,962	5,626	3,389	162,416	181,417
TOTAL	2,316,807	1,943,111	2,003,522	1,405,310	1,354,454	7,026,206	16,049,410

*—Volkswagen totals do not include cars assembled in the U.S.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1980		Jan. 1, 1979	
Imported cars only				
Exclusives	2,872		2,786	
Duals	1,665		1,675	
		4,537		4,461
Import-domestic duals				
U. S. duals w/captive imports	9,881		10,625	
U. S. duals w/other imports	2,221		2,028	
		12,102		12,653
Total imported-car outlets		16,639		17,114

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow and Sapporo. Buick-Opel included in 1979 total only.

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IMPORT FRANCHISES

	Jan. 1, 1980	Jan. 1, 1979
JAPANESE	8,768	9,471
Colt/Challenger	2,230	2,295
Arrow/Sapporo	2,170	2,210
Datsun	1,069	1,061
Toyota	1,062	1,049
Mazda	759	706
Honda	740	708
Subaru	738	722
Opel	0	720
WEST GERMAN	8,025	7,925
Fiesta	5,481	5,400
Volkswagen	1,015	1,010
Audi	438	436
Mercedes-Benz	409	407
BMW	355	351
Porsche	327	321
ITALIAN	1,096	1,079
Fiat	640	665
Alfa Romeo	229	172
Lancia	170	197
Ferrari	37	34
Maserati	20	11
BRITISH	1,092	1,167
MG	358	376
Triumph	342	353
Jaguar	269	274
Rolls-Royce	64	65
TVR	21	16
Lotus	20	64
Aston Martin	18	19
FRANCE	1,024	588
Renault	729	317
Peugeot	295	271
SWEDISH	724	748
Volvo	408	417
Saab	316	331
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,754	21,003

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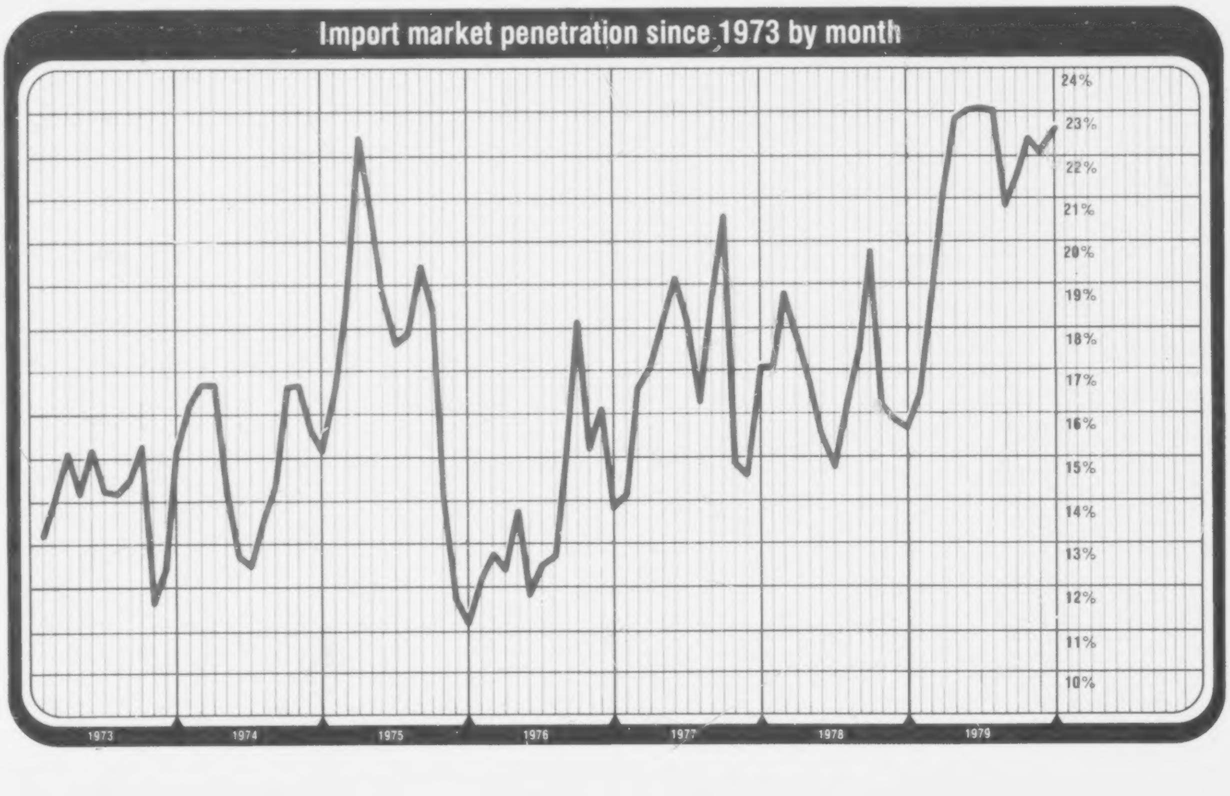
Import market penetration since 1973 by month

specifications, imported makes

Effective April 1, 1980

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,455	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	109.5	121.7	X	12.2	8.4	7.2	4.6	None	165HR14	34.5
Sprint Veloce	94.5	171	65.4	52.4	2,630	35.9	39.3	53.5	53.4	4	2.0/119.7	F.I.	9	109.5	121.7	X	12.9	8.4	7.2	4.1	None	18570HR14	32.8
Sport Sedan	98.8	177	64.6	56.3	2,700	37.4	40	53.5	53.4	4	2.0/119.7	F.I.	9	109.5	121.7	X	12.9	8.4	7.2	4.1	A.T.	165SR14	32.8
ARROW 1.6L Coupe	92.1	170	63.4	50.4	2,196	36.8	41.7	51.1	50	4	1.6/97.5	2V	8.5	78@5,200	87@3,000	X	13.2	6.8	4.1	3.9	O.D., A.T.	165SR13	32.8
2.6L Coupe	92.1	170	63.4	50.8	2,348	36.8	41.7	51.1	50	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	13.2	8.1	4.3	3.55	A.T.	165SR13	32.8
Pickup	109.4	184.6	65	58.5	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
Sport Pickup	109.4	184.6	65	57.7	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
ASTON MARTIN V-8 Coupe	102.8	183.8	72	52.3	3,850	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	A.T.	22570VR15	38
Volante Convertible	102.8	183.8	72	54	3,950	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	A.T.	23570HR15	38
Vantage	102.8	183.8	72	52.3	3,800	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	None	25560VR15	
AUDI 4000	99.5	176.7	66.2	53.7	2,206	N.A.	N.A.	55.1	55.9	4	1.6/97	F.I.	8	78@5,500	84.1@3,200	X	15.8	6.9	3.2	4.11	None	17570SR13	31.3
5000	105.7	189.4	69.4	54.8	2,701	N.A.	N.A.	57.9	56.9	5	2.1/130.8	F.I.	8	103@5,500	110.3@4,000	X	19.8	8.6	5.2	4.11	A.T.	18570HR14	33.8
BMW 320i Sedan	100.9	177.5	63.4	54.3	2,500	37.1	38.2	54.6	55	4	1.8/107.7	F.I.	8.8	101@5,800	100@4,500	X	15.3	7.4	4.3	3.91	A.T.	18570x13	31.2
528i Sedan	103.8	190	67.2	55.9	3,210	37	38.9	56	57.9	6	2.8/170.1	F.I.	8.2	169@5,500	170@4,500	X	16.4	12.7	6.1	3.45	A.T.	19570HR14	34
633CSi Coupe	103.4	192.7	67.9	53.7	3,400	36.9	41.6	56	58.5	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	16.5	12.7	6.1	3.45	A.T.	19570VR14	33.2
733i Sedan	110	197.4	70.9	56.3	3,590	37.1	42.1	59.1	59.1	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	22.5	12.7	6.1	3.45	A.T.	20570HR14	35.4
CHALLENGER 2.6L Coupe	99	183	65.9	51.8	2,679	36.4	40.6	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.9	9	5	3.30	A.T.	19570HR14	33.4
CHAMP Hatchback 1.4L	90.6	156.9	62.4	50.6	1,795	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10	3.9	3.6	3.47	4x2	6.15x13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50.6	1,881	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
COLT Hatchback 1.4L	90.6	156.9	62.4	50.6	1,795	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10	3.9	3.6	3.47	4x2	6.15x13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50.6	1,881	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
Wagon	99	179.3	65.2	52.4	2,741	36.6	40.6	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	13.2	8.1	4.0	3.54	A.T.	165SR14	33.4
D-50 Pickup (Dodge)	109.4	184.6	65	58.5	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
D-50 Sport Pickup (Dodge)	109.4	184.6	65	57.7	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
COURIER Pickup	106.9	177.9	63	61.5	2,515	38.2	40.3	51.2	51.2	4	1.8/110	2V	8.6	77@4,300	109@2,400	X	15	7.6	4.7	3.31	O.D.	6.00 x 14	39.4
Pickup (Long w.b.)	112.8	189.4	63	61.5	2,590	38.2	40.3	51.2	51.2	4	2.3/140	2V	9	82@4,800	105@3,500	X	17.5	8.8	5	3.64	O.D., A.T.	6.00 x 14	41.3
DATSUN 210 Sedan 1.2L	92.1	165	62.2	53.7	1,905	36.8	42.5	52.4	51.2	4	1.2/75.5	2V	8.5	58@5,600	67@3,600	X	13.2	6.3	3.9	3.7	O.D., A.T.	6.15x13	32.8
210 Hatchback 1.4L	92.1	165	62.2	52.6	2,015	36.3	43.6	52.4	51.2	4	1.4/85.2	2V	8.5	65@5,600	75@3,600	X	13.2	6.3	3.9	3.7	O.D., A.T.	175SR13	32.8
210 Wagon (auto.) 1.5L	92.1	167.3	62.3	52.6	2,070	36	42.1	52.4	51.2	4	1.5/90.8	2V	8.5	67@5,600	80@3,299	X	13.2	6.3	3.9	3.7		6.15x13	32.8
310 Sedan	94.3	159	63.8	53.5	1,987	37.5	40.1	54.1	53	4	1.4/85.2	2V	8.5	65@5,600	75@3,600	X	13.2	6.3	3.4	3.47	None	155SR13	31.5
310 Coupe	94.3	159	63.8	52	2,020	36.5	40.4	54.1	53	4	1.4/85.2	2V	8.5	65@5,600	75@3,600	X	13.2	6.3	3.4	3.47	None	16570SR13	31.5
510 Sedan	94.5	169.5	63	54.7	2,094	37.3	41.3	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13	7.25	4.5	3.55	O.D., A.T.	165SR13	33.4
510 Hatchback	94.5	169.9	63	53.1	2,314	36.3	41.8	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13	7.25	4.5	3.55	O.D., A.T.	165SR13	33.4
510 Wagon	94.5	172.6	63	55.3	2,557	37.8	40.7	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13	7.25	4.5	3.55	O.D., A.T.	165SR13	33.4
810 Sedan	104.3	183.9	64.8	54.9	2,764	36.7	42.1	53	53	6	2.4/146	F.I.	8.9	120@5,200	125@4,400	X	15.9	11	5.9	3.55	A.T.	18570HR14	38.8
810 Wagon	104.3	186	64.8	56.1	2,856	37.3	41.2	53	53.1	6	2.4/146	F.I.	8.9	120@5,200	125@4,400	X	14.5	11	5.9	3.55	A.T.	18570HR14	38.8
200-SX Hardtop	94.5	176.4	66.1	51.6	2,611	37.1	44	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	14	10	4.4	3.7	A.T.	18570SR14	34.2
200-SX Hatchback	94.5	176.4	66.1	51.6	2,637	36.5	43.8	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	15.9	10	4.4	3.7	A.T.	18570SR14	34.2
280 ZX	91.3	174	66.5	51	2,786	36.5	43.3	54.5	54.3	6	2.8/168	F.I.	8.3	132@5,200	144@4,000	X	21.1	11.1	4.8	3.55	A.T.	19570HR14	32.2
280 ZX 2+2	91.3	181.9	66.5	51.4	2,844	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.3	132@5,200	144@4,000	X	21.1	11.1	4.8	3.55	A.T.	19570HR14	34.8
720 Pickup	101.4	169.3	63.4	61.2	2,425	38.6	39.2	52.2	50.8	4	2.0/119.1	2V	8.5	92@5,200	107@3,200	X	13.2	9.4	4.5	3.89	O.D., A.T.	7.00x14	34.1
720 Pickup (Long w.b.)	110.8	187	63.4	61	2,515	38.6	39.2	52.2	50.8	4	2.0/119.1	2V	8.5	92@5,200	107@5,200	X	16.9	9.4	4.5	4.11	O.D., A.T.	7.00x14	36.7
720 Pickup (King Cab)	110.8	187	63.4	61.2	2,540	38.5	43.3	52.2	50.8	4	2.0/119.1	2V	8.5	92@5,200	107@5,200	X	13.2	9.4	4.5	3.89	O.D., A.T.	185SR14	36.7
FERRARI Dino 308 GT4	100.4	176.7	67.3	47.6	3,200	N.A.	N.A.	57.8	57.8	V-8	3.0/179	4-2V	8.8	205@6,600	181@5,000	X	19.8	19	9.3	3.71	None	20570VR14	39.3
308 GTB	92.1	172.4	67.7	44.1	3,225	N.A.	N.A.	57.8	57.8	V-8	3.0/179	4-2V	8.8	205@6,600	181@5,000	X	18.5	19	9.3	3.71	None	20570VR14	39.3
308 GTS	92.1	172.4	67.7	44.1	3,290	N.A.	N.A.	57.8	57.8	V-8	3.0/179	4-2V	8.8	205@6,600	181@5,000	X	18.5	19	9.3	3.71	None	20570VR14	39.3
FIAT X1/9	86.7	156.2	61.8	46.5	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	2V	8.5	66@5,250	75.9@3,000	X	12.2	11.6	4.6	4.08	None	16570SR13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	2V	8.1	80@5,000	100@3,000	X	11.4	8	5.2	3.9	A.T.	165SR13	34
Strada	96.4	161	64.9	53	2,080	35.8	39.4	55.1	55.5	4	1.5/91.4	2V	8.5	80@5,000	75.9@2,500	X	12.1	8.5	4.6	3.59	A.T.	145SR13	33.8
Brava 4-dr. Sedan	98	172.4	65	54.4	2,550	35.4	39.4	54.2	51.9	4	2.0/121.7	2V	8.1	80@5,000	100@3,000	X	12.2	8.5	5.2	3.58	A.T.	165SR7013	33.8
FIESTA	90	147.1	61.7	52.5	1,783	37.6	40.1	52.5	52	4	1.6/97.5	2V	8.6	67@5,000	83@3,250	X	10	6.9	3.5	3.58	None	145SR12	30.1
HONDA Civic 1.3L	88.6	148	62.2	53	1,722	36.9	40.4	53.5	53.9	4	1.3/79.3	3V	7.9	55@5,000	64.5@3,500		10.8	5.4	4.2	4.93	O.D.	600S12	31.5
Civic 1.5L	88.6	148	62.2	53	1,780	36.9	40.4	53.5	53.9	4	1.5/90.8	3V	8.9	67@5,000	78.9@3,000	X	10.8	6.3	4.2	3.88	O.D., S.A.	600S12	31.5
Civic Wagon	91.3	160.8	62.2	54.2	1,951	37.3	47.5	53.5	54.2	4	1.5/90.8	3V	8.9	67@5,000	78.9@3,000	X	10.8	6.3	4.2	3.88	S.A.	6.15x13	32.1
Accord	93.7	163.2	63.8	52.6	2,129	37.3	40.9	55.5	55.1	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	165SR13	33.8
Accord 4-door	93.7	171.9	63.8	53.3	2,239	38	40	55.5	55.1	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	165SR13	33.8
Accord LX	93.7	163.2	63.8	52.6	2,229	37.3	40.9	55.5	55.1	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	165SR13	33.8
Prelude	91.3	161.4	64.4	51	2,130	36	42	55.1	55.5	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	17570SR13	33.5
JAGUAR XJ-S	102	192.3	70.6	47.8	3,911	36	43.5	58.6	58.7	V-12	5.3/326	F.I.	9.0	262@5,000	289@4,000	X	24	22.2	11	3.07	A.S.	20570VR15	36.4
XJ6	112.8	200.5	69.8	52.2	4,047	35.3	36	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	X	25.4	9	8.75	3.07	A.S.	ER70VR15	38
LANCIA Beta Sedan ('79)	100	178	67.2	55.2	2,790	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	175/70SR14	34.8
Beta Coupe ('79)	92.5	162.4	64.6	50.6	2,585	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	175/70SR14	33.5
Beta HPE ('79)	100	173.8	64.6	51.6	2,715	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	175/70SR14	34.8
Zagato ('79)	92.5	164.6	64.6	49.7	2,585	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	17570SR14	35.8
LOTUS Esprit S2	96	167.7	73.3	43.8	2,444	N.A.	N.A.	59.5	60.5	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.38	None	20570VR14	N.A.
Elite	97.8	179.7	71.5	47.3	N.A.	N.A.	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	18	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
Eclat	97.8	179.7	71.5	47.3	2,430	37	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
LUV Series 9	102.4	173.8	63	59.3	2,440	38	37.7	54	52.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000		13.2	6.4	4	4.1	A.T.	E78 x 14	36.2
Series 9 (Long w.b.)	117.9	190.9	63	59.8	2,515	38	40.4	54	52.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000		13.2	6.4	4	4.1	A.T.	E78 x 14	40.7
Series 9 4WD	102.4	173.8	63	60.8	2,585	38	40.4	54.4	57.7	4	1.8/110.8	2V	8.5	80@4,800	95@3,000		13.2	6.4	4	4.1	None	F70x14	36.7
MASERATI Khamsin	100.3	180	71	44	3,800	33	48	55.6	51.7	V-8	4.9/301	4-2V	8.5	315@5,000	308@3,500		22.7	14.8	12	4.85	A.T.	215/70VR15	34.3
Quattroporte	110.2	199.6	70.5	53.1	4,650	N.A.	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	X	28.4	17.5	11	3.54	A.S.	20570VR15	40
Merak SS	102.3	180	69.6	44.6	2,905	35	43	58	56.9	V-6	3.0/180.9	3-2V	8.5	180@3,000	N.A.		23	16.9	8	3.31	None	20570VR15	34.3

specifications, imported makes

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
MAZDA GLC Hatchback	91.1	156.5	63.2	53.9	1,965	39.2	40.6	51	51.6	4	1.4/86	2V	9	65@5,000	76@3,000	X	10.6	5.8	3.2	3.73	O.D., A.T.	6.15x13	28.8
GLC Wagon	91	165.6	63.2	56.1	2,115	39.2	40.6	51	51.6	4	1.4/86.4	2V	8.6	77@4,300	109@2,400	X	11.9	5.8	3.2	3.73	O.D., A.T.	6.15x13	28.8
RX-7	95.3	168.7	65	49.6	2,395	37.1	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000		14.5	9.5	5.5	3.9	O.D., A.T.	165HR13	31.5
626 Sedan	98.8	173.8	65.4	54.3	2,595	37.2	40.2	53.9	54.3	4	2.0/120	2V	8.6	75@4,500	105@2,500	X	14.5	7.9	4.6	3.64	A.T.	165SR13	31.5
B2000 Pickup	106.9	175	65.4	61.4	2,570	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	14.8	7.6	4.1	3.3	O.D.	6.00x14	38
B2000 pickup (Long w.b.)	112.8	186.6	65.4	61.4	2,655	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	75@4,500	105@2,500	X	17.4	7.6	4.1	3.3	O.D.	6.00x14	40
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,120	38.3	41.9	58.6	56.9	4	2.4/146.7	F.I.	21	67@4,000	97@2,400		17.2	10.6	7.4	3.69	A.T.	175SR14	37
300 Diesel Sedan	110	190.9	70.3	56.6	3,430	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	7.4	3.46	A.S.	19570SR14	37
300CD Coupe	106.7	187.5	70.3	54.9	3,410	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	7.4	3.46	A.S.	19570SR14	36.1
300 SD Diesel Sedan	112.8	205.5	73.6	56.1	3,785	38.4	41.7	59.9	59.3	5	3.0/183	F.I.	21.5	120@4,350	170@2,400		21.7	13.1	9	3.07	None	185HR14	38
300 TD Wagon	110	190.9	70.3	57.9	3,605	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21	83@4,200	120@2,400		18.5	11.6	7.4	3.46	None	19570SR14	37
280 E Sedan	110	190.9	70.3	56.6	3,465	38.3	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.9	3.58	A.S.	19570HR14	37
280 CE Coupe	106.7	187.5	70.3	54.9	3,445	37.8	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.9	3.58	A.S.	19570HR14	36.1
280 SE Sedan	112.8	205.5	73.6	56.1	3,795	38.4	41.7	59.9	59.3	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	25.4	11.7	6.9	3.69	A.S.	185HR14	38
450-SEL Sedan	116.7	209.4	73.6	56.3	3,975	38.6	41.7	59.9	59.3	V-8	4.5/275.8	F.I.	8	160@4,200	230@2,500	X	25.4	15.9	8.5	2.65	A.S.	20570HR14	39
450 SL Coupe	96.9	182.3	70.5	50.8	3,750	36.5	42.2	57.2	56.7	V-8	4.5/275.8	F.I.	8	160@4,200	230@2,500	X	23.8	15.9	8.5	2.65	A.S.	20570HR14	34.4
450 SLC Coupe	111	196.4	70.5	52.4	3,750	38.3	42.2	57.2	56.7	V-8	4.5/275.8	F.I.	8	160@4,200	230@2,500	X	23.8	15.9	8.5	2.65	A.S.	20570HR14	38.3
MG MGB	91.1	158.3	59.9	51	2,335	37	46	49.5	49.8	4	1.8/110	1V	8	67.3@4,900	93.5@2,500	X	13	6.9	3.6	3.9	O.D.	165SR14	32
PEUGEOT 505 Sedan	107.9	186.6	68.3	57.1	3,020	N.A.	N.A.	57.5	56.4	L-4	2.0/120.3	F.I.	8.35	96@4,900	116@3,300	X	18.5	7.5	4.2	4.11	A.T.	175HR14	37.4
505 Sedan Diesel	107.9	186.6	68.3	57.1	3,170	N.A.	N.A.	57.5	56.4	L-4	2.3/140.6	F.I.	23	71@4,500	99@2,500		18.5	10.5	5.3	3.78	A.T.	175SR14	37.4
504 Diesel Sedan	108	182.4	66.7	56.4	3,075	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	22.4	71@4,500	99@2,500		18.5	10.5	5.3	3.7	A.T.	175HR14	35.8
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	22.4	71@4,500	99@2,500		15.8	10.5	5.3	4.11	A.T.	185SR14	37.4
604 SL Sedan	110.2	192.3	69.7	56.3	3,418	39.5	40.1	58.7	56.3	V-6	2.8/174	IV,2V	8.2	133@5,250	162.5@3,000	X	18	11	6.3	3.7	A.T.	19065HR390	37.6
PORSCHE 924	94.5	170.1	66.3	50	2,623	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	9	110@5,750	111.3@3,500	X	16.4	8.4	5.3	5	A.T.	18570HR14	30.8
924 Turbo	94.5	168.9	66.3	50.2	2,822	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	7.5	143@5,500	147@3,000	X	18.6	8.9	5.8	4.71	None	18570VR15	30.8
928	98.4	175.1	72.3	51.7	3,351	N.A.	N.A.	61.1	60.2	V-8	4.5/273	F.I.	9	220@5,250	265@3,600	X	22.7	16.2	6.9	2.75	A.T.	21560VR15	31.5
911SC	89.4	168.9	65	52	2,425	N.A.	N.A.	53.6	52.8	H06	3.0/182.7	F.I.	8.5	172@5,500	189@4,200	X	21.1	Air	13.7	3.88	None	21560VR15	33.5
RENAULT Le Car	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	X	10	6.5	3.5	3.6	None	145 x 13	32
17 Gordini Coupe	96	172	64	52	2,502	36.4	41	52	52	4	1.6/100.5	F.I.	9.3	95@6,250	90@3,500	X	12.5	8	4.5	3.77	None	165 x 13	33.8
ROLLS ROYCE Silver Shadow II	119.5	207.5	71.8	59.8	4,700	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Silver Wraith II	123.5	211.5	71.8	59.8	4,850	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	39.6
Corniche Coupe	119	207.5	72.7	58.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Corniche Convertible	119.5	207.5	72.7	59.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Camargue	120.1	207.5	75.5	58.2	5,175	36	N.A.	60	59.6	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	28	17.3	8.8	3.06	A.S.	HR70HR15	38.5
ROVER 3500	110.8	191	69.6	54.4	3,226	N.A.	N.A.	59.3	59.3	V-8	3.5/215	F.I.	8.1	133@5,000	165@3,250	X	17.4	11.7	5.7	3.08	A.T.	19570x14	34.3
SAAB 99 Sedan	97.4	176.3	66.5	56.7	2,500	38.4	39.1	55.1	56.3	4	2.0/121.1	F.I.	9.25	110@5,500	119@3,500	X	14.5	8.5	4	3.89	A.T.	165SR15	34.4
900	99.4	187.6	66.5	55.9	2,660	37.6	41.2	55.9	56.3	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	X	14.5	10.8	4	3.89	A.T.	165SR15	34.8
900 Turbo 3-dr.	99.4	187.6	66.5	55.9	2,760	37.6	41.2	56.3	56.7	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	X	14.5	8.5	4	3.89	None	19560HR15	34.8
900 Turbo 5-dr.	99.4	187.6	66.5	55.9	2,760	37.6	41.2	56.3	56.7	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	X	14.5	8.5	4	3.89	None	18065HR	34.8
SAPPORO 2.6L	99	183	66.9	51.8	2,786	36.8	41.7	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.3	8.1	4	3.54	A.T.	19570SR14	33.4
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,070	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	68@4,800	84@2,800	X	13.2	5.6	3.8	3.89	O.D.	155SR13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,125	38.2	39.3	52.4	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	13.2	5.6	3.8	3.89	A.T.	17570HR13	31.5
Hardtop GLF	96.9	168.1	63.6	53.2	2,115	37.7	39.3	52.4	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	13.2	5.6	3.8	3.89	A.T.	17570HR13	31.5
Hatchback DL	93.7	156.9	63.4	53.7	2,035	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	68@4,800	84@2,800	X	13.2	5.6	3.8	3.89	O.D., A.T.	155SR13	30.7
Hatchback DL 4WD	93.3	156.7	63.8	55.7	2,170	38.2	39.3	51.6	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	11.9	5.6	3.8	3.89	None	155SR13	30.7
Wagon GL	96.7	169.3	63.8	54.7	2,225	38.2	39.3	52.2	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	13.2	5.6	3.8	3.89	O.D., A.T.	17570HR13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,305	38.2	39.3	51.6	52.8	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	11.9	5.6	3.8	3.89	None	17570HR13	31.5
BRAT DL 4WD	96.5	164.8	61	56.7	2,200	37.6	38.7	49.8	49.4	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	11.9	5.6	3.8	3.89	None	17570HR13	31.5
TOYOTA Tercel Sedan	98.4	160	61	52.6	1,870	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	8.7	60@4,800	72@2,800	X	11.9	5.4	3.4	3.41	A.T.	155SR12	36.1
Tercel Liftback	98.4	160	61.2	52.8	1,915	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	8.7	60@4,800	72@2,800	X	11.9	5.4	3.4	3.73	A.T.	155SR12	36.1
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,140	37.7	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.73	A.T.	165SR13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,225	37.3	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	12.4	8.5	3.5	3.73	A.T.	165SR13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,185	36.6	41.8	51.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.73	A.T.	165SR13	33.4
Corolla Sport Coupe	94.5	168.3	64	50.8	2,185	36.8	41.8	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.73	A.T.	165SR13	33.4
Corona Sedan	99.4	175	65.2	53.9	2,514	37.6	40.7	53.1	53.1	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	8.5	5.3	3.58	A.T.	175SR14	36
Corona Liftback	99.4	175	65.2	53	2,559	36.7	40.7	53.1	53.1	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	8.5	5.3	3.58	A.T.	175SR14	36
Corona Wagon	99.4	178.7	65.2	54.3	2,574	37.9	40.7	53.1	53.1	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	15.6	8.5	5.3	3.58	A.T.	175SR14	36
Celica ST Sport Coupe	98.4	175.5	64.4	51.2	2,480	37	41.2	53.1	53.7	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	7.4	5.3	3.58	O.D., A.T.	175SR14	32.8
Celica GT Liftback	98.4	175.5	64.6	50.8	2,530	37	41.2	53.1	53.7	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	7.4	5.3	3.58	A.T.	18570SR14	32.8
Celica Supra	103.5	181.7	65	51.8	2,855	37.1	41.2	53.7	53.7	6	2.6/156.4	F.I.	8.5	110@4,800	136@2,400	X	16.1	11.6	5.7	3.91	A.T.	19570HR14	34.8
Cressida Sedan	104.1	185	66.1	54.3	2,838	37.8	40	54.7	53.7	6	2.6/165.4	F.I.	8.5	110@4,800	136@2,400	X	17.2	11.6	5.7	3.9	A.S.	18570SR14	34.2
Cressida Wagon	104.1	184.4	66.1	54.7	2,893	37.8	40	54.7	53.7	6	2.6/165.4	F.I.	8.5	110@4,800	136@2,400	X	16.2	11.6	5.7	3.9	A.S.	18570SR14	34.2
Pickup	101.8	169.5	63.4	58.9	2,405	38	40.4	53	53.1	4	2.2/133.6	2V	8.0	95@4,800	122@2,400	X	13.7	8.9	4.2	4.1	None	7.00x14	37.4
Long-bed Pickup	110.2	184.6	63.4	58.9	2,465	38	40.4	53	53.1	4	2.2/133.6	2V	8.4	95@4,800	122@2,400	X	16.1	8.9	4.2	4.1	A.T.	7.00x14	40
Pickup 4WD	102.2	170.1	66.5	65.9	2,815	38	40.4	55.9	55.1	4	2.2/133.6	2V	8.4	95@4,800	122@2,400	X	13.7	8.9	4.2	4.38	None	H78x15	38.7
Land Cruiser Hardtop	90	152.4	65.6	76	3,815	N.A.	N.A.	55.7	55.1	6	4.2/258	2V	7.8	125@3,600	200@1,800	X	22.2	19.9	8.5	3.7	None	H7815	34.7
TRIUMPH Spitfire	83	157.5	58.5	45.6	1,887	36	43	49	50	4	1.5/91	IV	7.5	52.5@5,000	69@2,500	X	8.7	5.6	4.8	3.89	O.D.	155SR13	24
TR-7	85	165.4	66.2	49.5	2,487	38.5	41.5	55.5	55.3	4	2.0/122	2V,1V	8	88.5@5,250	100@2,500	X	14.4	8.1	4.8	3.45	None	18570SR13	29
TR-8	85	165.4	66.2	49.5	2,662	38.5	41.5	55.5	55.3	V-8	3.5/215	2V	8.1	133@5,000	174@3,000	X	14.4	11.5	5.4	3.08	A.T.	18570x13	31.6
TVR 3000	90	155	64	44	2,335	38	N.A.	53.8	53.8	V-6	3.0/182.5	2V	8.9	142@5,000	172@3,000	X	12	13.2	6	3.07	None	19570x14	39.4
VOLKSWAGEN Rabbit Conv.	94.4	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.5	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	10.6	N.A.	3.2	4.17	None	17570SR13	31.2
Scirrocco	94.5	155.7	63.9	51.5	1,948	N.A.	40.2	54.7	53.5	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	10.6	5.1	3.2	3.9	O.D., A.T.	17570SR13	31.2
Dasher	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	11.9	6.3	3.7	4.11	A.T.	155SR13	31.2
Dasher Diesel	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.5/89.7	F.I.	23.5	48@5,000	56.5@3,000		11.9	6.3	3.2	4.11	None	155SR13	31.2
Vanagon	96.8	179.9	72.6	77.2	3,175	N.A.	N.A.	61.8	61.8	H04	2.0/120.2	F.I.	7.3	67@4,200	101@3,000	X	15.9	Air	3.2	4.57	A.T.	185SR14	34.5
VOLVO DL Sedan	104	192.5	67.3	56.5	2,891	37.4	40.7	55.9	53.1	4	2.1/130	F.I.	9.3	107@5,250	114@2,500	X	15.8	10.1	4.1	3.91	O.D., A.T.	175SR14	32.2
GLE Coupe	104	192.5	67.3	56.5	3,120	37.4	40.7	55.9	53.1	V-6	2.8/174	F.I.	8.8	130@5,500	153@2,750	X	15.8	11.5	7.9	3.73	A.T.	18570SR14	32.2
Coupe	104	192.5	67.3	53.9	3,111	36.2	40.2	55.9	53.1	V-6	2.8/174	F.I.	8.8	130@5,500	153@2,750	X	15.8	11.5	7.9	3.73	A.T.	18570SR14	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
A.S.—Automatic transmission std.
A.T.—Automatic transmission.
N.A.—Information not available.
F.I.—Fuel injection.
O.D.—Overdrive
S.A.—Semi automatic.
H.O.—Horizontally opposed.

Dealers facing financial squeeze

By Francis J. Gawronski
Service Editor

With dwindling new car sales, spiraling operating costs and the high cost of borrowing money, dealers may be hard put to make financially in 1980.

Other segments of the new - car dealership are expected to take on new importance as a producer of revenue as dealers around the country endeavor to make it over the current economic hump.

Realizing the seriousness of the economy, dealers should build greater volume in their service and maintenance service departments by not only seeking ways to maintain and increase the patronage of new and used-car buyers but also to attract new service customers.

Leasing has gained in popularity and has almost doubled in the past decade. Described as the wave of the future, industry executives forecast that leased or rented cars will account from between 15 to 40 percent of car sales by the late 1980s. In 1979, it is estimated that 11 percent of the new cars sold went into lease-rental field. Individual leasing is regarded as the part of the leasing industry that will have the biggest growth in the 1980s.

U. S. CAR OUTLETS

	Jan. 1, 1980	Jan. 1, 1979
American Motors	1,701	1,661
Chrysler Corp.	4,419	4,786
Ford Motor Co.	6,514	6,639
General Motors	11,425	11,565
TOTALS	24,059	24,651
Minus Intercorporate Duals	680	600
NET OUTLETS	23,379	24,051

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With the total aftermarket, which amounted to $130 billion in 1978—projected to grow 1.5 percent through 1985, dealers also should give serious thought to entering this phase of the automotive industry.

According to the AUTOMOTIVE NEWS Retail Outlets table, there were 23,379 franchised dealerships in the U. S. on Jan. 1, 1980, down 2.79 percent from the 24,051 outlets on the same date last year when the drop in dealers was 0.40 percent.

NADA SERVICE AND PARTS INDEX

1973=100

Service Sales			
Customer Mechanical	147.9	162.2	172.6
Customer Body	141.8	150.0	159.5
Warranty	129.8	144.3	159.6
Total Service Labor	149.1	161.5	173.9
Parts Sales			
Customer Mechanical	139.2	148.2	162.3
Customer Body	148.1	164.1	181.7
Wholesale	156.5	172.0	186.4
Counter	170.7	181.1	193.8
Warranty	148.1	166.5	186.5
Total Parts	152.1	166.7	182.2
Total Service and Parts	150.7	164.3	178.4

SOURCE: NADA Research and Dealership Operations Div.

RETAIL OUTLETS

U. S. CARS, 1947-1980

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79

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FRANCHISED NEW CAR AND TRUCK DEALER PARTS AND SERVICE

(MILLIONS OF DOLLARS)

	1977	1978	1979	% Change 1978 to 1979
Service Labor Sales				
Customer Mechanical	3,367	3,692	3,927	+ 6.4
Customer Body	1,875	1,984	2,108	+ 6.3
Warranty	929	1,033	1,143	+10.6
Sublet	682	757	835	+10.3
Internal	1,125	1,200	1,303	+ 8.6
Other Sales	546	563	626	+11.2
Total Service Labor	8,524	9,229	9,942	+ 7.7
Parts Sales				
Customer Mechanical	3,219	3,427	3,751	+ 9.5
Customer Body	953	1,056	1,169	+10.7
Wholesale	2,994	3,291	3,567	+ 8.4
Counter	953	1,011	1,082	+ 7.0
Warranty	830	933	1,045	+12.0
Internal	903	1,034	1,107	+ 7.1
Other Sales	400	483	554	+14.7
Total Parts	10,252	11,235	12,275	+ 9.3
Total Service and Parts	18,876	20,464	22,217	+ 8.6

SOURCE: NADA Research and Dealership Operations Division

COMPARATIVE STATEMENT OF AVERAGE PER-UNIT PER-MONTH COSTS

(Non-Finance Lease)

YEARS 1979 VS. 1978

	1979	1978	Increase (decrease) Amount	Increase (decrease) Percentage	Percentage of Total
Operating costs:					
Depreciation	$134.66	$123.83	$10.83	8.7	55.1%
Repairs and maintenance	30.15	28.38	1.77	6.2	9.0
Insurance	13.69	13.59	.10	.7	.5
License tags and taxes	7.40	9.53	(2.13)	(22.4)	(10.8)
Interest expense	34.51	27.27	7.24	26.5	36.8
Delivery	2.90	2.90	—0—	—0—	—0—
Total operating costs	223.31	205.50	17.81	8.7	90.6
General and administrative	24.67	22.81	1.86	8.2	9.4
Total costs	$247.98	$228.31	$19.67	8.6	100.0%
Average months in operation	26.6	26.3			

SOURCE. American Automotive Leasing Assn.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1980 VS. 1979

(Estimated by Automotive News)

	Jan. 1, 1980				Jan. 1, 1979			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS	1,701	0	1,701	1,701	1,661	0	1,661	1,661
CHRYSLER CORP.	1,346	7,162	8,508	4,419	1,441	7,733	9,174	4,786
Chrysler	0	3,071	3,071		0	3,343	3,343	
Dodge	1,314	1,330	2,644		1,405	1,411	2,816	
Plymouth	32	2,761	2,793		36	2,979	3,015	
FORD MOTOR CO.	3,604	6,430	10,034	6,514	3,691	6,499	10,190	6,639
Ford	3,578	1,909	5,487		3,654	1,910	5,564	
Lincoln	0	1,612	1,612		0	1,642	1,642	
Mercury	26	2,909	2,935		37	2,947	2,984	
GENERAL MOTORS	6,470	10,620	17,090	11,425	6,565	10,645	17,210	11,565
Buick	865	2,185	3,050		880	2,170	3,050	
Cadillac	285	1,345	1,630		275	1,360	1,635	
Chevrolet	3,785	2,090	5,875		3,845	2,105	5,950	
Oldsmobile	740	2,575	3,315		750	2,580	3,330	
Pontiac	795	2,425	3,220		815	2,430	3,245	
TOTALS	13,121	24,212	37,333	24,059	13,358	24,877	38,235	24,651
Minus Intercorporate Duals				680				600
NET DEALERS				23,379				24,051

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Managers of State and Local Dealer Associations

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Harold E. Streetman

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Akron Automobile Dealers Assn., 688 Wolf Ledges Pkwy., Box 2244, Akron, O. 44309. Phone 216/434-3134. E. CARL WARREN, exec. secy.

•

ALABAMA
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Keith L. Andresen

Dennis E. Jungmeyer

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Arizona Automobile Dealers Assn., 2622 N. 16th St., P.O. Box 5438, Phoenix, Ariz. 85010. KEITH L. ANDRESEN, exec. vice pres.

•

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Richard K. Welte

Stephen F. Snow

BUFFALO
Niagara Frontier Automobile Dealers Assn., Inc., 1144 Wehrle Dr., Williamsville, N. Y. 14221. RICHARD K. WELTE, exec. vice pres.

•

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Northern Calif. Motor Car Dealers Assn., Inc., 1244 Larkin St., San Francisco, Calif. 94109. STEPHEN F. SNOW, exec. vice pres.

Jay Gorman

Kenneth R. Graydon

SOUTH CALIFORNIA
Motor Car Dealers Assn. of Southern California, 1801 Avenue of the Stars, Suite 650, Los Angeles, Calif. 90067. JAY GORMAN, exec. vice pres.

•

CANADA
Federation of Automobile Dealer Assns. of Canada, 2 Sheppard Ave. E., Suite 1902, Willowdale, Ont. M2N 5Y7. KENNETH R. GRAYDON, exec. vice pres.

Ross E. Kelsey

Carl A. Tedesco

CHICAGO
Chicago Automobile Trade Assn., O'Hare Plaza, 5725 East River Rd., Chicago, Ill. 60631. ROSS E. KELSEY, exec. vice pres.

•

CINCINNATI
Cincinnati Automobile Dealers Assn., 125 E. Ninth St., Cincinnati, O. 45202. CARL A. TEDESCO, exec. vice pres.

Esther Dern

COLUMBUS
Columbus Automobile Dealers Assn., 2097 S. Hamilton Rd., Columbus, O. 43227. Phone: 614/864-4276. ESTHER DERN, exec. vice pres.

•

CONNECTICUT
Connecticut Automotive Trades Assn., Inc., 18 N. Main St., West Hartford, Conn. 06107. RICHARD D. MEEK, exec. vice pres.

Richard D. Meek

Charles Tupper Jr.

DALLAS
New Car Dealers Assn. of Dallas County, Inc., 1009 Expressway Tower, Dallas, Tex. 75206. CHARLES TUPPER JR., exec. vice pres.

•

DAYTON
Dayton Area Auto Dealers Assn., 2185 S. Dixie Ave., Dayton, O. 45409. FREDERICK H. LEWIS, exec. secy.

Frederick H. Lewis

William D. Barrow

DENVER-COLORADO
Metropolitan Denver Auto Dealers Assn. and Colorado Automobile Dealers Assn., 517 E. 16th Ave., Denver, Colo. 80203. Phone: 303/831-1691; 3031. WILLIAM D. BARROW, exec. vice pres.

•

DETROIT
Detroit Auto Dealers Assn., 6525 Lincoln Ave., Detroit, Mich. 48202. DANIEL HAYES, exec. vice pres.

Daniel Hayes

David D. Jeffries

FLORIDA
Florida Automobile Dealers Assn., P. O. Box 6124-C, Orlando, Fla. 32853. DAVID D. JEFFRIES, exec. vice pres.

•

CENTRAL FLORIDA
Central Florida Dealer Assn. 1475 Hartford Bldg., 200 E. Robinson St., Orlando, Fla. 32831. C. CHARLES WOHLUST, assn. counsel.

C. G. Wohlust

Allen Ray

FORT WORTH
New Car Dealers Assn. of Tarrant County, 2001 Beach St., Suite 522, Fort Worth, Tex. 76103. Phone: 817/531-2925. ALLEN RAY, exec. dir.

•

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Georgia Automobile Dealers Assn., 1380 W. Paces Ferry Rd., Suite 230, Atlanta, Ga. 30327. WILLIAM F. MORIE, exec. vice pres.

William F. Morie

Lee E. Isenberg

HARTFORD
Greater Hartford Automobile Dealers Assn., 179 Allyn St., Hartford, Conn. 06103. LEE E. ISENBERG, exec. dir.

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HOUSTON
Houston Automobile Dealers Assn., P. O. Box 36149, Houston, Tex. 77036. WALTER WAINWRIGHT, JR., exec. vice pres.

W. Wainright Jr.

Robert M. Henderl'der

IDAHO
Idaho Automobile Dealers Assn., 2230 Main St., Boise, Id. 83702. ROBERT M. HENDERLIDER, exec. vice pres.

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ILLINOIS
Illinois New Car & Truck Dealers Assn., 828 S. Second, P.O. Box 3045, Springfield, Ill. 62738. Phone: 217/753-0220. LES SANDER, pres.

Les Sander

James F. Olsen

INDIANA
Automobile Dealers Assn. of Indiana, Inc., 150 W. Market St., Suite 812, Indianapolis, Ind. 46204. JAMES F. OLSEN, exec. vice pres.

•

INDIANAPOLIS
Indianapolis Automobile Trade Assn., 7100 Lakewood Bldg., Suite 210E, 5987 E. 71st St., Indianapolis, Ind. 46220. L. R. "MAC" McWHORTER, exec. vice pres.

L. R. McWhorter

Alfred W. Kahl

IOWA
Iowa Automobile Dealers Assn., 405 E. First St., Des Moines, Ia. 50308. ALFRED W. KAHL, exec. vice pres.

•

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Kansas Motor Car Dealers Assn., Suite 717 Merchants National Bank Bldg., Topeka, Kans. 66612. GILBERT W. BROXTERMAN, exec. vice pres.

G. W. Broxterman

William W. Egelhoff

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Motor Car Dealers Assn. of Greater Kansas City, 8301 State Line, Kansas City, Mo. 64114. WILLIAM W. EGELHOFF, exec. vice pres.

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Kentucky Automobile Dealers Assn., Inc., Box 498, Frankfort, Ky. 40602. ROBERT H. NEWBERRY, exec. vice pres.

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J. W. Hansen

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Long Beach Motor Car Dealers Assn., P.O. Box 17056, Long Beach, Calif. 90807. J. W. HANSEN, exec. secy.

•

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Maurice J. Garrett

William A. Meyerer

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•

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Greater Louisville Automobile Dealers Assn., 1103 Heyburn Bldg., 332 W. Broadway, Louisville, Ky. 40202. Phone: 502/582-0279. GEORGE E. JOHNSON, exec. vice pres.

George E. Johnson

Thomas T. Brown Jr.

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•

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John Powell

James W. Holmes

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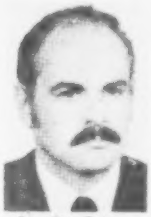
MEXICO
Asociacion Mexicana de Distribuidores de Automoviles, Mercaderes No. 134, Mexico 19, D.F., Mexico. JUAN JOSE ORTEGA, dir. gen.



Juan Jose Ortega

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Gilbert L. Haley

Gary D. Rippentrop

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James T. Holland

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Ralph J. Kalberloh

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Gerald F. Raunig

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•

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Daryl E. Capurro

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•

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•

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Robert M. Stevens

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Tidewater Automobile Dealers Assn., 1 Koger Executive Center, Suite 101, Norfolk, Va. 23502. Phone 804/461-3725. LOUIS C. EINWICK, exec. vice pres.

•

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North Carolina Automobile Dealers Assn., 1029 Wade Ave., Raleigh, N.C. 27605. B. WADE ISAACS, exec. vice pres.

B. Wade Isaacs

Keith W. Howard

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•

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Tim Doran

Jerry K. Thorpe

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John Conner

John F. Bird

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•

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Harvey Hiers

Wallace E. Peters

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E. W. Parkinson

Robert D. Lilley

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•

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Thurm Brendlinger

Donald N. Stahl

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L. M. Thompson

Minda Welch

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•

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Hale J. Anders

James R. Hammond

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King County Automobile Dealers Assn., 2024 Eighth Ave., Seattle, Wash. 98121. JAMES R. HAMMOND, exec. dir.

•

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South Carolina Automobile & Truck Dealers Assn., 1517 Laurel St., Columbia, S.C. 29201. Phone: 803/252-0205. PATRICK E. WATSON, exec. vice pres.

Patrick E. Watson

Jerry L. Wheeler

SOUTH DAKOTA
South Dakota Automobile Dealers Assn., 525 W. 22nd St., Sioux Falls, S.D. 57105. JERRY L. WHEELER, exec. vice pres.

•

SYRACUSE
Syracuse Automobile Dealers Assn., Inc., 770 James St., Syracuse, N.Y. 13203. BARBARA SHULMAN, exec. vice pres.

Barbara Shulman

Gene N. Fondren

TEXAS
Texas Automobile Dealers Assn., 1108 Lavaca, P.O. Box 1028, Austin, Tex. 78767. Phone: 512/476-2686. GENE N. FONDREN, exec. vice pres.

•

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Clay P. Hepler

Thomas G. Marsh

TULSA
Tulsa Automobile Dealers Assn., Suite 210, Pensico Bldg., 525 S. Main, Tulsa, Okla. 74103. THOMAS G. MARSH, exec. secy.

•

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Preston N. Kearsley

Ronald Nowland

VIRGINIA
Virginia Automobile Dealers Assn., 1800 W. Grace St., Richmond, Va. 23220. J. RONALD NOWLAND, exec. vice pres.

•

WASHINGTON D. C.
Automotive Trade Assn. National Capital area, 4330 East West Hwy., Bethesda, Md. 20014. MAURICE J. (Mike) MURPHY, exec. vice pres.

Maurice J. Murphy

Richard F. Evans

WASHINGTON STATE
Washington State Automobile Dealers Assn., P.O. Box 58170, Tukwila, Wash. 98188. Phone: 206/243-8800. RICHARD F. EVANS, exec. vice pres.

•

WEST VIRGINIA
Automobile Dealers Assn. of West Virginia, Suite 1090, One Valley Square, Box 2028, Charleston, W. Va. 25327. LARRY C. OBERLIN, exec. vice pres.

Larry C. Oberlin

Gary D. Williams

WISCONSIN
Wisconsin Automobile & Truck Dealers Assn., 25 W. Main St., Suite 600, P.O. Box 5345, Madison, Wis. 53705. GARY D. WILLIAMS, pres.

•

WYOMING
Wyoming Automobile Dealers Assn., 235 Midwest Bldg., P.O. Box 2067, Casper, Wyo. 82601. JAMES F. FRIEDLUND, exec. vice pres.

James F. Friedlund

NADA presidents

1980—George S. Irvin
Chevrolet-Subaru,
BMW and Mercedes-Benz
Denver, Colo.

1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.

1978—Robert P. Mallon
Ford
Tacoma, Wash.

1977—Reed T. Draper
Chevrolet
Saginaw, Mich.

1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.

1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.

1974—Hugh R. Gibson
Ford
Cleveland, O.

1973—John S. Hinckley
Dodge
Ogden, Utah

1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N. D.

1971—Warren J. McEleney
Chevrolet-Oldsmobile-Cadillac
Clinton, Ia.

1970—Sam H. White
Oldsmobile
Houston, Tex.

1969—Lyman W. Slack
Chevrolet
Portland, Ore.

1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.

1967—William E. Voyce Jr.
Ford
Baltimore, Md.

1966—S. E. Kossman
Buick-Cadillac-Pontiac-GMC-Rambler-Jeep
Cleveland, Miss.

1965—Peter Val Preda
Oldsmobile-Cadillac
Burlington, Vt.

1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho

1963—John H. Lander
Rambler
Atlanta, Ga.

1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.

1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.

1960—Birkett Williams
Ford
Cleveland

1959—H. L. Galles
Chevrolet-Cadillac-Oldsmobile
Albuquerque, N. M.

1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.

1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.

1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.

1955—Frank H. Yarnall
Chevrolet, Chicago

1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City

1953—Robert S. Armacost
Studebaker
Kansas City

1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.

1951—R. D. McKay
Chrysler-Plymouth
Wichita

1950—Fred L. Haller
Hudson, Washington

1949—George F. Ziesmer
Ford
Mankato, Minn.

1948—Ben T. Wright
Lincoln-Mercury
Chicago

1947—M. O. Anderson
Buick, Seattle

1945-46—W. L. Mallon
Pontiac
Newark, N. J.

1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.

1942-43—D. E. Castles
Buick, St. Louis

1942—Harry Sommers
Chrysler-Plymouth, Atlanta

1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.

1939-40—Stanley H. Horner
Buick, Washington

1938—J. W. Roby
Shreveport, La.

1936-37—E. M. Lied
Omaha

1933-35—F. W. A. Vesper
St. Louis

1932—Floris Nagelvoort
Seattle

1931—F. J. Edwards
Milwaukee

1930—J. R. Histed
Beverly Hills, Calif.

1929—W. E. Griffith
San Francisco

1928—C. C. Coddington
Charlotte, N. C.

1927—W. L. Hughson
San Francisco

1926—C. B. Warren
New York

1925—Charles E. Gambill
San Marino, Calif.

1924—John L. Butler
Los Angeles

1923—G. G. G. Peckham
Cleveland

1922—Thomas J. Hay
Chicago

1922—W. J. Brace
Kansas City

1921—Jesse A. Smith
Milwaukee

1920—H. B. Harper
Rosemont, Pa.

1918-19—F. W. A. Vesper
St. Louis

1917—George W. Browne
Milwaukee

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days'
1975		
January 1	1,654,500	96
February 1	1,639,423	92
March 1	1,474,162	66
April 1	1,472,700	73
May 1	1,566,702	79
June 1	1,585,464	68
July 1	1,604,841	65
August 1	1,455,675	59
September 1	1,435,332	70
October 1	1,497,624	63
November 1	1,492,391	52
December 1	1,423,568	52
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61

1980 NEW CAR ACQUISITIONS BY FLEETS

(PERCENTAGE OF ORDERS)

Size & Line	Total	Mfg. Consumer	Mfg. Industrial	Group Insurance	Chemical & Petroleum	Drug & Cosmetic	Food & Beverage	Other	Canada
Sub-Compact	1	3	—	*	—	—	—	1	—
Top	—	—	—	—	—	—	—	—	—
Middle	1	*	—	*	—	—	—	1	—
Bottom	—	3	—	—	—	—	—	—	—
Compact	52	56	68	57	22	54	37	36	13
Top	14	11	25	6	1	35	9	17	8
Middle	31	45	43	29	18	16	10	18	5
Bottom	7	—	—	22	3	3	18	1	*
Mid-Size	39	39	25	39	71	23	46	56	74
Top	17	12	19	4	19	19	42	6	7
Middle	19	39	6	34	39	*	4	20	51
Bottom	2	—	—	1	13	4	—	30	16
Large	7	2	8	4	7	22	18	7	14
Top	5	1	7	1	4	4	18	1	4
Middle	2	1	1	3	1	17	—	6	10
Bottom	*	—	—	—	2	1	—	—	—

NOTE: *Mentioned, but less than one-half of one percent. Source: National Assn. of Fleet Administrators

TOTAL SERVICE AND PARTS MARKET

(IN BILLIONS OF DOLLARS)

	Total	Franchised New Car & Truck Dealers	Automotive Repair Shops	Gasoline Service Stations	TBA Dealers	General Merchandise Stores	All Others
1975	43.7	14.4	10.6	6.2	7.3	4.3	0.9
1976	49.0	16.5	12.1	6.5	8.0	4.8	1.1
1977	54.9	18.8	13.4	6.9	9.2	5.5	1.1
1978	60.9	20.5	15.2	7.2	10.6	6.3	1.1
1979	67.9	22.2	17.7	7.6	12.2	7.0	1.2

SOURCE: NADA Economic Analysis Department

NEW CAR ORDERS BY U. S. FLEETS

(Percentage of cars being ordered)

Car Size	Line Top	Middle	Bottom	Total
Sub-Compact	—	*	1	1
Compact	14	31	7	52
Mid-Size	17	19	3	39
Large	5	2	*	7
Canadian Fleets				
Sub-Compact	—	—	—	—
Compact	8	5	*	13
Mid-Size	7	51	16	74
Large	4	10	—	14

*—Mentioned, but less than ½ of one percent.

NAFA Car Categories

Sub-Compact: Wheelbase of less than 100 inches and a curb weight of under 2,500 pounds.

Compact or Small: Wheelbase between 100 and 106 inches and a curb weight of between 2,500 and 3,000 pounds.

Mid-Size: Wheelbase of between 106 and 114 inches with a curb weight of between 3,001 and 3,500 pounds.

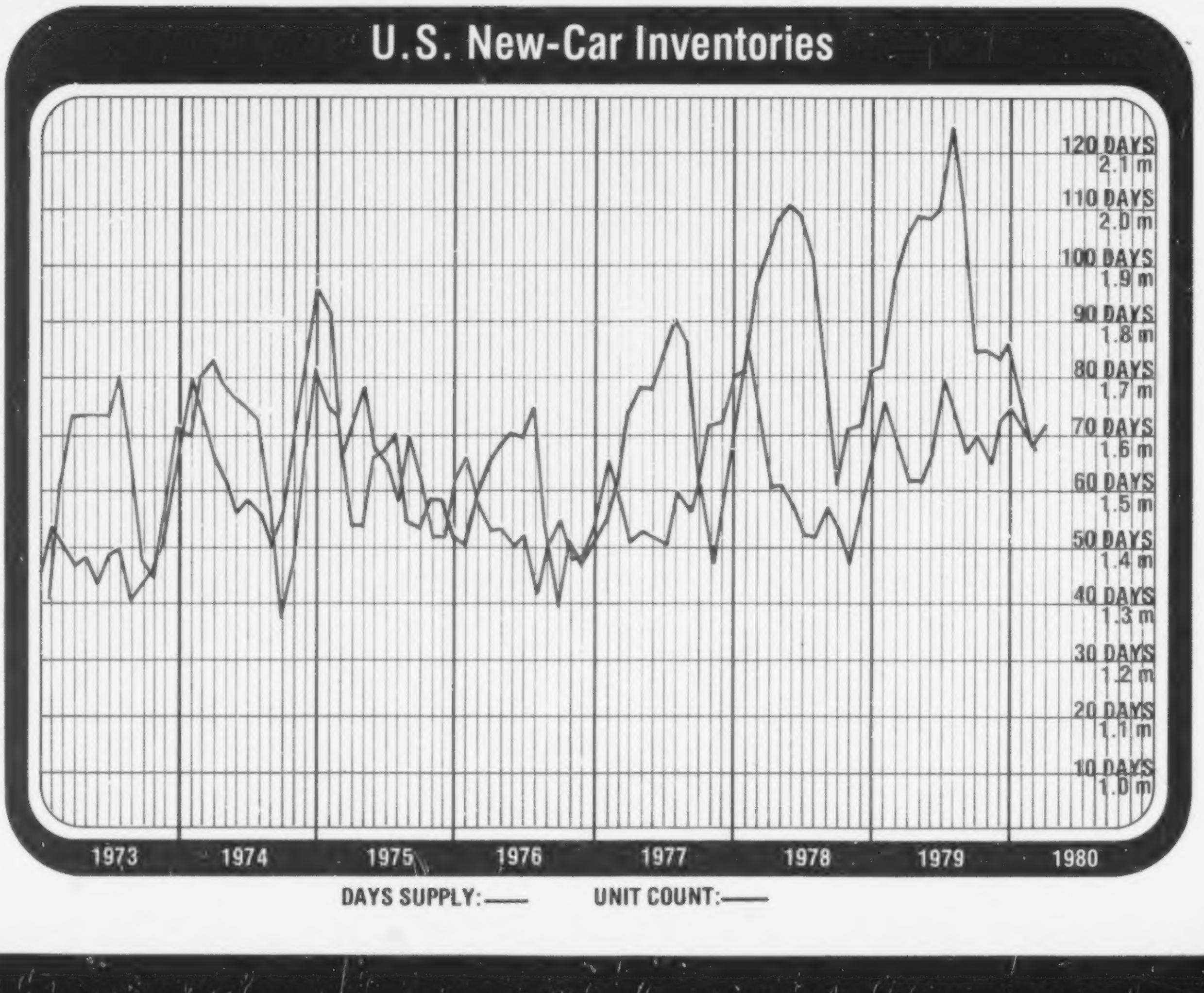
Large: Wheelbase of more than 114 inches and a curb weight of more than 3,501 pounds.

An analysis of manufacturers' specifications reveals that almost all cars fall completely into one of these categories. However, if both wheelbase and weight do not fit a category, the determining factor is the car's weight.

Source: National Assn. of Fleet Administration

NAFA FLEETS BY SIZE CLASS

Car Size	1978	1979	1980 New Car Orders
Subcompact	NA	1	2
Compact	7	26	52
Mid-Size	65	56	38
Large	28	17	8
Comparison of New Car Orders			
Subcompact	NA	NA	2
Compact	4	6	52
Mid-Size	81	71	38
Large	15	23	8



Price boosts every quarter now the rule

By John K. Teahen Jr.
Managing Editor

The quarterly price increase has become a way of life in the domestic auto industry. It's as inevitable as winter snow, spring rain, summer heat and autumn football.

It's perhaps a bit more palatable than the snow or the rain, but it's definitely not an event that customers or retailers look forward to with any glee.

But costs are rising at the manufacturer level— the nation's inflation rate is considerably higher than the rate of auto price hikes—and the car makers insist they must have more money for their products.

Thus the quarterly price boost. It generally occurs around Jan. 1, April 1, July 1, and Oct. 1. Sometimes a manufacturer will toss in an extra hike, as Chrysler did in March on Omni and Horizon.

Looking at the 1980 models, AUTOMOTIVE NEWS estimates that they are up an average of $650 to $700 over the prices in effect at the end of the 1979 model year.

For General Motors, the estimate is $663, which consists of $339 at introduction time last fall, $138 in January and $186 in April.

Ford Motor Co.'s figure is harder to come by since the com-

Continued on Page 63, Col. 2

COMPARING PRICES—1980 vs. 1979

Comparison of selected 1980 and 1979 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1980 prices are those in effect April 10, 1980. The 1979 prices are those in effect at the end of the model year. No adjustment has been made for year-to-year equipment changes or for standard-equipment variations among competing models.

SUBCOMPACTS

	April 10, 1980	Final '79 Model Price
Pinto Pony 2-dr.	$4,056	$3,434
Chevette Scooter 2-dr.	4,057	3,437
Monza 2-dr.	4,433	3,850
Spirit 2-dr.*	4,505	3,853
Pinto 2-dr.	4,542	3,939
Chevette 2-dr.*	4,601	3,948
Sunbird 2-dr.	4,623	4,016
Bobcat 3-dr.	4,701	4,104
Chevette 4-dr.*	4,736	4,072
Pinto 2-dr. Wagon	4,941	4,338
Bobcat 2-dr. Wagon	5,007	4,410
Rabbit 2-dr.	5,215	4,799
Horizon 4-dr.	5,526	4,469
Omni 4-dr.	5,526	4,469
AMX 2-dr.	5,653	6,090
Horizon 2-dr.	5,681	4,864
Omni 2-dr.	5,681	4,864
Rabbit Custom 2-dr.	5,695	5,199
Rabbit Custom 4-dr.	5,890	5,359

*—Prices $121 lower in Western states.

COMPACTS
(2-dr. Sedan)

	April 10, 1980	Final '79 Model Price
Citation 4	$4,800	$4,123*
Fairmont 4	4,823	4,102
Zephyr	4,970	4,253
Volare 6	5,033	4,387
Aspen 6	5,045	4,399
Concord 4	5,094	4,389
Mustang 4	5,262	4,494
Phoenix 4	5,465	4,707*
Omega 4	5,501	4,734*
Skylark 4	5,563	4,769*
Capri (3-dr.)	5,596	4,872
Camaro 6	5,843	5,163
Firebird 6	5,948	5,260
Eagle 6	7,168**	——

*—1980 model price at end of '79 model year 1980 model introduced in April, 1979.
**—New model for 1980.

COMPACT WAGONS

	April 10, 1980	Final '79 Model Price
Fairmont 4	$5,144	$4,497
Zephyr 4	5,294	4,647
Concord 4	5,419	4,689
Volare 6	5,422	4,826
Aspen 6	5,434	4,838
Eagle	7,718*	——

*—New model for 1980.

INTERMEDIATES
(2-dr. models)

	April 10, 1980	Final '79 Model Price
Granada 6	$5,463	$4,676
Melibu V-6	5,502	4,812
Monarch 6	5,550	4,735
LeMans V-6	5,652	5,031
Century V-6	5,758	5,321
Cutlass V-6	5,764	5,054
Diplomat 6	6,048	5,234
LeBaron 6	6,362	5,381
Monte Carlo V-6	6,524	5,333
Grand Prix V-6	6,621	5,454
Cutlass Supreme V-6	6,655	5,420
Regal V-6	6,705	5,477
Thunderbird V-8	6,717	6,328
Mirada 6	6,850*	——
Cougar XR-7 V-8	6,946	6,430
Cordoba 6	6,978	6,337

*—New model for 1980.

INTERMEDIATE WAGONS
(4-dr. models)

	April 10, 1980	Final '79 Model Price
Malibu V-6	$5,778	$5,078
LeMans V-6	6,257	5,587
Diplomat 6	6,341*	——
Century V-6	6,359	5,608
Cutlass V-6	6,572	5,339
LeBaron 6	6,723*	——
Diplomat Salon 6	7,041	6,027
LeBaron Town & Country 6	7,324	6,331

*—New model for 1980.

STANDARD SIZE
(4-dr. models)

	April 10, 1980	Final '79 Model Price
Chevrolet Impala V-6	$6,650	$5,928
Plymouth Gran Fury 6	6,741*	——
Pontiac Catalina V-6	6,761	6,076
Oldsmobile 88 V-6	6,905	6,212
Ford LTD V-8	7,015	6,284
Mercury Marquis V-8	7,083	6,387
Dodge St. Regis 6	7,129	6,532
Buick LeSabre V-6	7,131	6,110
Chrysler Newport 6	7,247	6,405

*—New model for 1980.

STANDARD-SIZE WAGONS
(4-dr., V-8)

	April 10, 1980	Final '79 Model Price
Chevrolet Impala	$7,041	$6,497
Ford LTD	7,360	6,550
Pontiac Catalina	7,362	6,681
Mercury Marquis	7,481	6,701
Olds Custom Cruiser	7,820	7,201
Buick Estate Wagon	8,054	7,169

LUXURY CARS
(V-8 models)

	April 10, 1980	Final '79 Model Price
Toronado 2-dr.	$11,934	$11,109
Riviera 2-dr.	11,935	11,084
Cadillac deVille 4-dr.	13,282	12,164
Lincoln Cont. 4-dr.	13,409	12,093
Corvette 2-dr.	13,965	12,313
Versailles 4-dr.	15,450	13,763
Mark VI 2-dr.	16,067	13,771
Eldorado 2-dr.	16,141	15,093
Mark VI 4-dr.	16,467*	——
Seville 4-dr.	20,477	16,249

*—New model for 1980.

retail prices, U.S. models

This table presents 1980 domestic prices in effect April 10, 1980, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include transportation costs, state and local taxes, optional equipment or any other charges that may be passed along to the retail buyer.

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	4-Door	2-Door	2-Door Hatchback	2-Door Wagon	4-Door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Spirit 4		$ 4,505	$ 4,605			$333	$164	$76	$89	$529
Spirit DL 4		4,904	5,004			333	164	76	Std.	529
Spirit Limited 4		5,351	5,451			333	164	76	Std.	529
AMX 6			5,653			333	164	76	Std.	529
Concord 4	$ 5,219	5,094			$ 5,419	333	164	76	89	560
Concord DL 4	5,618	5,493			5,818	333	164	76	89	560
Concord Limited 4	6,065	5,940			6,265	333	164	76	89	560
Eagle 6	7,418	7,168			7,718	333	Std.	Std.	89	560
Eagle Limited 6	7,815	7,565			8,115	333	Std.	Std.	89	560
BUICK—Skylark 4	5,709	5,563				337	164	76	Std.	564
Skylark Limited 4	6,142	5,995				337	164	76	Std.	564
Skylark Sport 4	6,343	6,197				337	164	76	Std.	564
Century V-6	6,073	5,758				358	174	Std.	97	601
Century Wagon V-6					6,359	Std.	174	Std.	97	601
Century Sport V-6		6,275				358	174	Std.	97	601
Century Limited V-6	6,576					358	174	Std.	97	601
Century Estate V-6					6,668	Std.	174	Std.	97	601
Regal V-6		6,705				Std.	Std.	Std.	97	601
Regal Limited V-6		7,124				Std.	Std.	Std.	97	601
Regal Sport Coupe V-6		7,402				Std.	Std.	Std.	97	601
LeSabre V-6	7,131	7,036				Std.	Std.	Std.	99	647
LeSabre Sport V-6		8,194				Std.	Std.	Std.	99	647
LeSabre Limited V-6	7,435	7,293				Std.	Std.	Std.	99	647
LeSabre Estate V-8					8,054	Std.	Std.	Std.	99	647
Electra Limited V-6	9,786	9,645				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	10,906	10,767				Std.	Std.	Std.	Std.	Std.
Electra Estate V-8					11,061	Std.	Std.	Std.	Std.	Std.
Riviera V-8		11,935				Std.	Std.	Std.	Std.	Std.
Riviera S V-6		12,446				Std.	Std.	Std.	Std.	Std.
CADILLAC—deVille V-8	13,282	12,899				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	15,564					Std.	Std.	Std.	Std.	Std.
Eldorado V-8		16,141				Std.	Std.	Std.	Std.	Std.
Seville V-8	20,477					Std.	Std.	Std.	Std.	Std.
Limousine V-8	23,509					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8	24,343					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4			4,057			320	N.A.	76	79	531
Chevette 4	4,736		4,601			320	N.A.	76	Std.	531
Monza 4		4,433	4,746			320	158	76	Std.	531
Monza Sport 4			5,186			320	158	76	Std.	531
Citation 4	5,552	4,800	5,422			337	164	76	Std.	564
Citation Club Coupe 4		5,214				337	164	76	Std.	564
Camaro V-6		5,843				358	Std.	81	97	566
Camaro Rallye Sport V-6		6,086				358	Std.	81	97	566
Camaro Berlinetta V-6		6,606				358	Std.	81	97	566
Camaro Z-28 V-8		7,363				63	Std.	Std.	97	566
Malibu V-6	5,617	5,502			5,778	358	174	Std.	97	601
Malibu Classic V-6	5,951	5,816			6,035	358	174	Std.	97	601
Malibu Classic Landau V-6		6,069				358	174	Std.	97	601
Monte Carlo V-6		6,524				Std.	Std.	Std.	97	601
Monte Carlo Landau V-6		6,772				Std.	Std.	Std.	97	601
Impala V-6	6,650	6,535				Std.	Std.	Std.	99	647
Impala V-8 (2-Seat)					7,041	Std.	Std.	Std.	99	647
Impala V-8 (3-Seat)					7,186	Std.	Std.	Std.	99	647
Caprice Classic V-6	7,081	6,946				Std.	Std.	Std.	99	647
Caprice Classic Landau V-6		7,400				Std.	Std.	Std.	99	647
Caprice Classic V-8 (2-Seat)					7,369	Std.	Std.	Std.	99	647
Caprice Classic V-8 (3-Seat)					7,536	Std.	Std.	Std.	99	647
Corvette V-8		13,965				Std.	Std.	Std.	Std	Std.
CHRYSLER—LeBaron Special 6	5,995					Std.	Std.	Std.	99	623
LeBaron 6	6,518	6,362			6,723	Std.	Std.	Std.	99	623
LeBaron Salon 6	6,764	6,643				Std.	Std.	Std.	99	623
LeBaron Town & Country 6					7,324	Std.	Std.	Std.	99	623
LeBaron Medallion 6	7,329	7,185				Std.	Std.	Std.	99	623
Cordoba 'LS' 6		6,745				Std.	Std.	Std.	Std.	623
Cordoba 6		6,978				Std.	Std.	Std.	Std.	623
Cordoba Crown 6		7,428				Std.	Std.	Std.	Std.	623
Newport 6	7,247					Std.	Std.	Std.	106	670
New Yorker V-8	10,872					Std.	Std.	Std.	Std.	Std.
DODGE—Omni 4	5,526		5,681			340	161	77	Std.	541
Aspen Value 6	5,151	5,151				Std.	Std.	77	90	556
Aspen 6	5,162	5,045				340	166	77	Std.	556
Aspen Wagon 6					5,434	340	166	Std.	Std.	556
Diplomat Sport Coupe 6		5,995				Std.	Std.	Std.	99	623
Diplomat 6	6,202	6,048			6,346	Std.	Std.	Std.	99	623
Diplomat Salon 6	6,501	6,372			7,041	Std.	Std.	Std.	99	623
Diplomat Medallion 6	7,078	6,931				Std.	Std.	Std.	99	623
Mirada 'S' 6		6,645				Std.	Std.	Std.	Std.	623
Mirada 6		6,850				Std.	Std.	Std.	Std.	623
St. Regis 6	7,129					Std.	Std.	Std.	106	670
FORD—Pinto Pony 4		4,056		$ 4,566		340	160	78	80	538
Pinto 4		4,542	4,654	4,941		340	160	78	Std.	538
Pinto Squire 4				5,256		340	160	78	Std.	538
Mustang 4		5,262	5,539			340	160	78	Std.	538
Mustang Ghia 4		5,747	5,858			340	160	78	Std.	538
Fairmont 4	4,941	4,823			5,144	340	165	78	Std.	571

Continued from Page 62

pany did not issue an amount for the "average-equipped car" last fall. It is estimated at $350 plus $149 in January and $170 in April for a total of $669. In addition, Ford made radios standard on several of its car lines in April, further increasing base sticker prices.

Chrysler Corp.'s total on the 1980 models is $707—$359 last October, $150 in January and $158 in April. There was also a boost on Omni and Horizon in March which averaged $40 when applied to the company's full range of domestic cars.

American Motors' increase on 1980 cars is estimated at better than $600. An exact figure is not available because of the company's practice of sometimes lumping car and Jeep increases together with no breakout.

Each of the four companies has said its increases conform with President Carter's anti-inflation guidelines.

retail prices, U.S. models

	4-Door	2-Door	2-Door Hatchback	2-Door Wagon	4-Door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Fairmont Futura 4	5,320	5,255				340	165	78	Std.	571
Granada 6	5,586	5,463				340	165	78	Std.	571
Granada Ghia 6	5,987	5,864				340	165	78	Std.	571
Granada ESS 6	6,076	5,953				340	165	78	Std.	571
Thunderbird V-8		6,717				Std.	Std.	Std.	Std.	571
Thunderbird Town Landau V-8		10,324				Std.	Std.	Std.	Std.	Std.
Thunderbird Silver Anniv. V-8		12,072				Std.	Std.	Std.	Std.	Std.
LTD S V-8	6,772				7,095	Std.	Std.	Std.	Std.	606
LTD V-8	7,015	6,901			7,360	Std.	Std.	Std.	Std.	606
LTD Crown Victoria V-8	7,661	7,525				Std.	Std.	Std.	Std.	606
LTD Squire V-8					7,789	Std.	Std.	Std.	Std.	606
LINCOLN—Versailles V-8	15,450					Std.	Std.	Std.	Std.	Std.
Continental V-8	13,409	13,067				Std.	Std.	Std.	Std.	Std.
Mark VI V-8	16,467	16,067				Std.	Std.	Std.	Std.	Std.
Mark VI Signature V-8	21,653	21,284				Std.	Std.	Std.	Std.	Std.
MERCURY—Bobcat 4			4,701	5,007		340	160	78	Std.	538
Bobcat Villager 4				5,120		340	160	78	Std.	538
Capri 4			5,596			340	160	78	Std.	571
Capri Ghia 4			5,891			340	160	78	Std.	571
Zephyr 4	5,088	4,970			5,294	340	165	78	Std.	571
Zephyr Z-7 4		5,264				340	165	78	Std.	571
Monarch 6	5,673	5,550				340	165	78	Std.	571
Monarch Ghia 6	6,149	6,026				340	165	78	Std.	571
Monarch ESS 6	6,189	6,066				340	165	78	Std.	571
Cougar XR-7 V-8		6,946				Std.	Std.	Std.	Std.	571
Marquis V-8	7,083	6,972			7,481	Std.	Std.	Std.	Std.	606
Marquis Brougham V-8	7,954	7,757				Std.	Std.	Std.	Std.	606
Grand Marquis V-8	8,721	8,529				Std.	Std.	Std.	Std.	606
Marquis Colony Park V-8					8,375	Std.	Std.	Std.	Std.	606
OLDSMOBILE—Omega 4	5,672	5,501				337	164	76	Std.	564
Omega Brougham 4	6,013	5,858				337	164	76	Std.	564
Cutlass Salon V-6		5,764				358	174	Std.	97	601
Cutlass Salon Brougham V-6		6,054				358	174	Std.	97	601
Cutlass V-6	6,124					358	174	Std.	97	601
Cutlass LS V-6	6,780					Std.	Std.	Std.	97	601
Cutlass Brougham V-6	7,219					Std.	Std.	Std.	97	601
Cutlass Supreme V-6		6,655				Std.	Std.	Std.	97	601
Cutlass Supreme Brougham V-6		7,094				Std.	Std.	Std.	97	601
Cutlass Calais V-6		7,119				Std.	Std.	Std.	97	601
Cutlass Cruiser V-6					6,572	Std.	174	Std.	97	601
Cutlass Cruiser Brougham V-6					6,809	Std.	Std.	Std.	97	601
Delta 88 V-6	6,905	6,808				Std.	Std.	Std.	99	647
Delta 88 Royale V-6	7,228	7,076				Std.	Std.	Std.	99	647
Delta 88 Royale Brougham V-6	7,532	7,448				Std.	Std.	Std.	99	647
Custom Cruiser V-8					7,820	Std.	Std.	Std.	99	647
Ninety-Eight Luxury V-8	9,517					Std.	Std.	Std.	99	Std.
Ninety-Eight Regency V-8	10,159	10,035				Std.	Std.	Std.	Std.	Std.
Toronado Custom Brougham V-8		11,934				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon 4	5,526		5,681			340	161	77	Std.	541
Volare 6	5,150	5,033				340	166	77	Std.	556
Volare Wagon 6					5,422	340	166	Std.	Std.	556
Volare Special 6	5,151	5,151				Std.	Std.	77	90	556
Gran Fury 6	6,741					Std.	Std.	Std.	106	670
Gran Fury Salon 6	7,116					Std.	Std.	Std.	106	670
PONTIAC—Sunbird 4		4,623	4,808			320	158	76	Std.	531
Sunbird Sport 4		4,885	4,996			320	158	76	Std.	531
Phoenix 4	5,656	5,465				337	164	76	Std.	564
Phoenix LJ 4	6,127	5,936				337	164	76	Std.	564
Firebird V-6		5,948				358	Std.	81	97	566
Firebird Esprit V-6		6,311				358	Std.	81	97	566
Firebird Formula V-8		7,256				Std.	Std.	Std.	97	566
Firebird Trans Am V-8		7,480				Std.	Std.	Std.	97	566
LeMans V-6	5,758	5,652				358	174	Std.	97	601
LeMans Wagon V-6					6,257	Std.	174	Std.	97	601
Grand LeMans V-6	6,120	5,947				Std.	174	Std.	97	601
Grand LeMans Wagon V-6					6,682	Std.	174	Std.	97	601
Grand Am V-8		7,504				Std.	Std.	Std.	97	601
Grand Prix V-6		6,621				Std.	Std.	Std.	97	601
Grand Prix LJ V-6		7,000				Std.	Std.	Std.	97	601
Grand Prix SJ-V-8		7,597				Std.	Std.	Std.	97	601
Catalina V-6	6,761	6,703				Std.	Std.	Std.	99	647
Catalina Wagon V-8					7,362	Std.	Std.	Std.	99	647
Bonneville V-6	7,167	7,038				Std.	Std.	Std.	99	647
Bonneville Brougham V-8	8,080	7,888				Std.	Std.	Std.	99	647
Grand Safari V-8					7,958	Std.	Std.	Std.	99	647
VOLKSWAGEN—(U.S.-built models)										
Rabbit 4			5,215			N.A.	N.A.	N.A.	N.A.	N.A.
Rabbit Custom 4	5,890		5,695			350	N.A.	Std.	Std.	495
Rabbit Deluxe 4	6,290		6,095			350	N.A.	Std.	Std.	495

AVERAGE NEW-CAR SELLING PRICE

Year	Ave. Retail Sales Price
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,940

SOURCE: NADA

COST OF OPERATING CARS IN U. S. AREAS

Basing Point	Fixed Per Day	Running Per Mile
Portland, Ore.	$5.43	7.10c
San Francisco, Calif.	6.01	7.90
Spokane, Wash.	5.31	7.25
Sacramento, Calif.	5.31	8.00
Boise, Idaho	5.00	7.05
Butte, Mont.	5.18	7.15
Denver, Colo.	5.03	7.30
El Paso, Tex.	5.01	6.65
Omaha, Neb.	5.03	7.10
Dodge City, Kans.	4.95	6.35
Corpus Christi, Tex.	4.79	6.20
Duluth, Minn.	4.91	7.10
Des Moines, Ia.	4.92	6.55
Kansas City, Mo.	5.39	6.55
Joplin, Mo.	5.09	6.35
St. Louis, Mo.	5.69	6.65
Tulsa, Okla.	4.91	6.30
Ft. Smith, Ark.	4.97	7.00
Houston, Tex.	5.38	6.25
Jackson, Miss.	4.87	7.30
New Orleans, La.	5.51	7.10
Chicago, Ill.	5.47	6.75
Milwaukee, Wis.	5.10	6.50
Louisville, Ky.	5.06	6.90
Nashville, Tenn.	4.59	7.30
Birmingham, Ala.	4.83	7.05
Traverse City, Mich.	4.44	7.20
Youngstown, Oh.	5.40	6.25
Syracuse, N. Y.	5.16	7.25
Elmira, N. Y.	5.02	6.60
Pittsburgh, Pa.	5.15	7.05
Williamson, W. Va.	4.81	7.05
Chattanooga, Tenn.	4.87	7.05
Saratoga Springs, N. Y.	5.24	7.25
New York, N. Y.	6.13	7.45
Chelsea, Mass.	5.98	6.25
Bayonne, N. J.	5.18	6.35
Norfolk, Va.	4.94	6.40
Charleston, S. C.	5.22	7.10
Miami, Fla.	5.87	6.40

FOOTNOTES:

1. Costs based on the 1980 Ford, Chevrolet, Plymouth compact-6 cylinder-4 door sedan equipped with standard accessories, radio, automatic transmission, power steering, and power disc brakes.

2. Per Day costs include depreciation (predicated on a 4 year trade-in cycle), state license fees and taxes, state sales and use taxes, financing costs and insurance premiums on $100 deductible fire and theft, $250 deductible collision, $100/300M bodily injury and $25M property damage — all based on a pleasure use category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator.

3. Per Mile costs include gasoline (based on no-lead regular), oil, normal preventive and repair maintenance, washing, greasing and tires.

4. Add a further depreciation allowance of four and one tenth cents (4.1c) per mile on mileage over 1,250 monthly.

Source: RUNZHEIMER AND COMPANY, INC.
Runzheimer Park
Rochester, WI 53167
Management Consultants
Business Travel and Living Expenses

By calendar year

COMPANY OUTPUT BY SIZE CATEGORY

	Total Output 1979	Pct. of Company Total	Total Output 1978	Pct. of Company Total	Pct. Pt. Change '79 vs. '78
AMERICAN MOTORS	184,636		164,351		
Subcompact	64,363	34.86	36,441	22.17	+12.69
Compact	120,273	65.14	123,107	74.91	− 9.77
Intermediate			4,803	2.92	− 2.92
CHRYSLER CORP	934,633		1,126,168		
Subcompact	318,073	34.03	288,236	25.60	+ 8.43
Compact	344,052	36.81	428,305	38.03	− 1.22
Intermediate	163,501	17.49	308,578	27.40	− 9.91
Standard	109,007	11.67	101,049	8.97	+ 2.70
FORD	2,037,185		2,557,197		
Subcompact	215,993	10.60	343,179	13.42	− 2.84
Compact	978,609	48.04	913,808	35.73	+14.23
Intermediate	422,516	20.74	679,589	26.58	− 8.17
Standard	268,107	13.16	431,098	16.86	− 2.43
Luxury	151,960	7.46	189,523	7.41	− 0.79
GENERAL MOTORS	5,083,957		5,261,164		
Subcompact	739,721	14.55	611,116	11.62	+ 2.93
Compact	1,059,164	20.83	1,003,219	19.07	+ 1.76
Intermediate	1,569,722	30.88	1,821,642	34.62	− 3.70
Standard	1,209,407	23.79	1,372,139	26.08	− 2.33
Luxury	505,943	9.95	453,048	8.61	+ 1.34
VOLKSWAGEN	173,192		40,194		
Subcompact	173,192	100.00	40,194	100.00	
CHECKER	4,766		4,255		
Standard	4,766	100.00	4,255	100.00	
TOTAL	8,418,369		9,153,299		

Options popular, but tastes shift

Diesels, turbochargers and four-cylinder engines gain ground

By Joseph Bohn
Marketing Editor

Optional equipment continued to provide healthy profits for the auto companies during the '79 model year, even though buyer preferences are changing sharply.

Among engine and powertrain accessories, diesels, turbochargers and smaller size four-cylinders and V-6s are coming to dominate the market. Standard shift four and five - speed transmissions, while becoming more popular, are a long way from outdistancing automatic transmissions, however.

Overall, domestic companies installed 203,338 diesels on '79 models, equal to 2.18 percent of output. This was up from 33,841, or 0.37 percent, in '78.

GM accounted for all diesel production. However, Volkswagen is offering U. S.-built diesel Rabbits and pickups in '80 which will greatly expand the market.

Turbochargers were installed on 75,770 domestic - built '79 models, equal to 0.81 percent. For '80, Ford is offering turbos on Fairmont/Zephyr, while General Motors is expanding availability on cars like Chevrolet Monte Carlo, and Pontiac Trans Am, which will boost figures sharply.

V-8 engines showed a sharp decline, while six - cylinder and four-cylinder powerplants were clearly on the upswing.

V-8 engines still accounted for about 58.39 percent of domestic production, equal to 5,457,038 units. That was down from 6,017,791 or 65.81 percent in '78.

GM installed V-8s in 69.62 percent of its cars, down from 70.56 percent. Ford equipped 51.40 per-

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POWER EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/Defroster	Percent of Output
AMERICAN MOTORS	84,533	49.89	N.A.	——	151,493	89.41	2,656	1.57	21,571	12.73	76,968	45.43
Concord	59,655	58.00	N.A.	——	99,767	97.00	N.A.	——	16,456	16.00	48,340	47.00
Pacer	7,967	78.00	N.A.	——	10,011	98.00	2,656	26.00	2,860	28.00	5,516	54.00
Spirit	16,911	30.00	N.A.	——	41,715	74.00	N.A.	——	2,255	4.00	23,112	41.00
CHRYSLER CORP.	844,869	74.37	142,325	12.53	945,102	83.20	179,922	15.84	400,921	35.29	689,418	60.69
Chrysler-Plymouth Total	536,367	76.92	113,089	16.22	591,095	84.76	138,868	19.91	217,045	31.12	419,777	60.20
Horizon	27,995	17.20	N.A.	——	67,709	41.60	N.A.	——	N.A.	——	162,763	100.00
Voyager	7,657	100.00	N.A.	——	7,573	98.90	N.A.	——	4,296	56.10	N.A.	——
Volare	183,475	87.50	2,097	1.00	198,573	94.70	3,355	1.60	20,549	9.80	83,035	39.60
Cordoba	88,015	100.00	32,390	36.80	88,015	100.00	43,391	49.30	58,970	67.00	44,272	50.30
Chrysler	100,726	100.00	51,874	51.50	100,726	100.00	55,500	55.10	72,321	71.80	63,659	63.20
LeBaron	128,499	100.00	26,728	20.80	128,499	100.00	36,622	28.50	60,909	47.40	66,048	51.40
Dodge Total	308,502	70.33	29,236	6.67	354,007	80.71	41,054	9.36	183,876	41.92	269,641	61.47
Omni	27,729	19.60	N.A.	——	62,957	44.50	N.A.	——	N.A.	——	141,477	100.00
St. Regis	34,972	100.00	9,058	25.90	34,972	100.00	12,030	34.40	19,200	54.90	21,753	62.20
Diplomat	62,781	100.00	11,049	17.60	62,781	100.00	13,058	20.80	24,736	39.40	31,139	49.60
Sportsman	25,451	100.00	N.A.	——	24,815	97.50	N.A.	——	105,367	41.40	N.A.	——
Aspen	127,215	88.60	1,723	1.20	138,128	96.20	3,733	2.60	16,512	11.50	59,731	41.60
Magnum	30,354	100.00	7,406	24.40	30,354	100.00	12,233	40.30	18,061	59.50	15,541	51.20
FORD MOTOR	2,290,263	83.19	499,574	18.15	2,524,044	91.68	645,454	23.45	964,956	35.05	1,207,051	43.85
Ford Division	1,529,311	80.97	174,601	9.24	1,706,083	90.33	255,722	13.54	507,249	26.86	737,386	39.04
Pinto	47,565	23.90	N.A.	——	94,136	47.30	N.A.	——	N.A.	——	162,399	81.60
Mustang/Mustang II	276,712	74.80	N.A.	——	321,474	86.90	N.A.	——	39,583	10.70	123,588	33.40
Fairmont	304,433	77.00	9,093	2.30	369,273	93.40	15,419	3.90	46,258	11.70	117,424	29.70
Club Wagon	52,877	100.00	N.A.	——	52,137	98.60	N.A.	——	22,684	42.90	N.A.	——
Granada	158,484	86.90	6,201	3.40	179,823	98.60	13,313	7.30	37,022	20.30	68,391	37.50
LTD II	48,564	100.00	3,253	6.70	48,564	100.00	5,342	11.00	15,686	32.30	16,366	33.70
Thunderbird	284,141	100.00	84,390	29.70	284,141	100.00	123,601	43.50	158,835	55.90	111,952	39.40
Ford	356,535	100.00	71,664	20.10	356,535	100.00	98,047	27.50	187,181	52.50	137,266	38.50
Lincoln-Mercury Division	760,952	88.06	324,973	37.61	817,961	94.65	389,732	45.10	457,707	52.97	469,665	54.35
Bobcat	14,728	29.30	N.A.	——	30,662	61.00	N.A.	——	N.A.	——	44,335	88.20
Capri	79,634	72.30	N.A.	——	91,903	82.90	N.A.	——	13,548	12.30	50,226	45.60
Zephyr	97,167	77.50	3,260	2.60	117,854	94.00	8,400	6.70	23,571	18.80	48,646	38.80
Monarch	66,925	88.20	N.A.	——	75,044	98.90	8,802	11.60	21,550	28.40	31,111	41.00
Cougar/XR7	172,152	100.00	50,071	29.10	172,152	100.00	81,045	47.10	103,084	59.90	75,860	44.10
Mercury	140,800	100.00	83,072	59.00	140,800	100.00	101,939	72.40	110,950	78.80	73,920	52.50
Lincoln	92,600	100.00	91,624	99.00	92,600	100.00	92,600	100.00	89,729	96.90	72,598	78.40
Versailles	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	16,091	76.60
Mark V	75,939	100.00	75,939	100.00	75,939	100.00	75,939	100.00	74,268	97.80	56,878	74.90
GENERAL MOTORS	4,644,078	90.10	1,134,101	22.00	4,740,059	91.96	1,808,018	35.08	2,224,672	43.16	2,345,924	45.51
Buick Division	720,929	99.13	220,486	30.32	726,304	99.87	338,360	46.52	379,507	52.18	377,862	51.96
Skyhawk	19,638	84.90	N.A.	——	22,498	97.20	N.A.	——	N.A.	——	12,765	55.20
'79 Skylark	27,794	95.80	N.A.	——	28,930	99.70	1,850	6.40	2,446	8.40	8,427	29.00
Century	55,580	99.50	4,741	8.50	55,737	99.80	8,060	14.40	17,913	32.10	30,426	54.50
Regal	272,009	99.50	45,896	16.80	273,236	99.95	82,792	30.30	94,722	34.70	121,161	44.30
Buick	293,727	100.00	117,668	40.10	293,727	100.00	193,477	65.90	216,817	73.80	165,736	56.40
Riviera	52,181	100.00	52,181	100.00	52,181	100.00	52,181	100.00	47,609	91.20	39,347	75.40
Cadillac Division	381,113	100.00	381,113	100.00	381,113	100.00	381,113	100.00	350,436	91.95	283,263	74.33
Seville	53,487	100.00	53,487	100.00	53,487	100.00	53,487	100.00	49,965	93.41	43,125	80.62
Cadillac	260,190	100.00	260,190	100.00	260,190	100.00	260,190	100.00	236,773	91.00	182,728	70.22
Eldorado	67,436	100.00	67,436	100.00	67,436	100.00	67,436	100.00	63,698	94.45	57,410	85.13
Chevrolet Division	1,823,518	80.37	126,686	5.58	1,880,685	82.89	415,451	18.31	618,286	27.25	860,092	37.91
Chevette	21,134	6.20	N.A.	——	N.A.	——	N.A.	——	N.A.	——	111,126	32.60
Monza	66,237	40.40	N.A.	——	130,998	79.90	N.A.	——	N.A.	——	50,334	30.70
Camaro	277,382	98.20	N.A.	——	282,582	100.00	81,481	28.80	75,013	26.50	127,171	45.00
'80 Citation	170,714	91.20	879	0.50	177,576	94.80	10,660	5.70	24,128	12.90	81,773	43.70
Sportvan	27,186	100.00	N.A.	——	26,207	96.40	2,637	9.70	13,484	49.60	N.A.	——
Malibu/Chevelle	372,499	98.60	11,711	3.10	375,521	99.40	25,689	6.80	74,046	19.60	129,959	34.40
Monte Carlo	281,317	99.70	20,598	7.30	280,752	99.50	74,491	26.40	113,994	40.40	90,282	32.00
Chevrolet	553,242	100.00	93,498	16.90	553,242	100.00	170,399	30.80	280,494	50.70	224,616	40.60
Corvette	53,807	100.00	N.A.	——	53,807	100.00	50,094	93.10	37,127	69.00	44,821	83.30
Oldsmobile Division	1,005,860	99.40	301,519	29.80	1,008,846	99.70	437,007	43.19	583,617	57.68	509,889	50.39
Starfire	14,609	72.00	N.A.	——	17,807	87.70	N.A.	——	N.A.	——	8,496	41.90
'79 Omega	14,456	97.60	N.A.	——	14,752	99.60	844	5.70	1,052	7.10	5,199	35.10
Cutlass	507,501	100.00	55,318	10.90	506,993	99.90	130,428	25.70	209,598	41.30	206,553	40.70
Oldsmobile	419,238	100.00	196,145	46.80	419,238	100.00	255,679	61.00	325,921	77.70	247,805	59.10
Toronado	50,056	100.00	50,056	100.00	50,056	100.00	50,056	100.00	47,046	94.00	41,836	83.60
Pontiac Division	712,658	93.14	104,297	13.63	743,106	97.11	236,087	30.85	292,826	38.27	314,818	41.14
Sunbird	49,500	50.62	N.A.	——	80,989	82.83	N.A.	——	20,724	21.19	32,494	33.23
'79 Phoenix	23,333	93.71	N.A.	——	24,771	99.48	1,171	4.70	2,922	11.73	9,503	38.16
Firebird	209,802	99.22	N.A.	——	211,454	100.00	101,600	48.05	71,813	33.96	105,135	49.72
LeMans	112,016	99.39	7,292	6.47	107,676	95.54	13,919	12.35	30,430	27.00	43,436	38.54
Grand Prix	138,817	99.75	30,561	21.96	139,026	99.90	63,974	45.97	58,115	41.76	50,280	36.13
Pontiac	179,190	100.00	66,444	37.08	179,190	100.00	55,423	30.93	108,822	60.73	73,970	41.28
VOLKSWAGEN	125,729	94.60	N.A.	——	N.A.	——	N.A.	——	N.A.	——	128,818	96.90
Total Cars, U.S.	7,989,472	85.49	1,776,000	19.00	8,360,703	89.46	2,636,050	28.21	3,612,300	38.65	4,448,179	47.60

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Continued from Page 64

cent of its models with V-8s, down from 63.20 percent. Chrysler had them in 39.11 percent of its cars, down from 57.11 percent. And American Motors had them in 5.63 percent of cars, down from 14.22 percent. VW, of course, doesn't offer a V-8.

Industrywide, six-cylinder engines ended up in 2,243,736 cars, or 24.01 percent of production. That was up from 2,170,869, or 23.74 percent, in '78.

GM's six-cylinder production was 19.33 percent, up from 21.28 percent. Ford's was 26.24 percent, up from 23.40 percent. Chrysler's was 34.11 percent, up from 28.33 percent. American Motors' was 81.02 percent, up from 79.90 percent. Again, VW didn't offer a six-cylinder engine.

Four-cylinder engines showed the sharpest increases. Industrywide, they jumped to 1,644,731, or 17.60 percent of production, from 955,697, or 10.45 percent in '79.

GM installed the four-cylinder powerplant in 11.05 percent of its cars, up from 8.16 percent. Ford's installations climbed to 22.36 percent, up from 13.40 percent. Chrysler's went to 26.78 percent, up from 14.56 percent. AMC's went to 13.35 percent, up from 5.88 percent. Four-cylinder cars, of course, accounted for 100 percent of VW's output.

Automatic transmissions lost some of their popularity, though not as much as anticipated. Industrywide, they ended up in 8,351,220 cars, or 89.36 percent of production. That was down from 8,499,185, or 92.94 percent.

Five-speed manuals which are very popular on imported cars showed a small gain, though after being phased out on GM's Monza, Starfire and Sunbird lines for '80, they're not expected to reach much volume this year.

Overall, they ended up in 21,734 cars, or 0.23 percent of industry output. That was up from 12,413, or 0.14 percent.

Four-speed manuals, the fastest growing transmission, went into 948,239 cars, or 10.15 percent of production. That was up from 574,506, or 6.28 percent in '78.

Three-speed manuals accounted for only 0.23 percent of domestic

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POWERTRAIN OPTIONS ON 1979 U. S. MODELS

	Automatic Transmission	Percent of Output	3-Speed Manual	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	143,734	84.83	2,762	1.63	22,943	13.54	N.A.	——
Concord	97,968	95.30	N.A.	——	4,885	4.70	N.A.	——
Pacer	9,632	94.30	N.A.	....	583	5.70	N.A.	——
Spirit	36,134	64.10	2,762	4.90	17,475	31.00	N.A.	——
CHRYSLER CORP.	993,547	87.46	4,116	0.37	138,302	12.17	N.A.	——
Plymouth Total	304,210	80.03	2,360	0.62	73,536	19.35	N.A.	——
Horizon	91,797	56.40	N.A.	——	70,966	43.60	N.A.	——
Voyager	7,549	98.60	54	0.70	54	0.70	N.A.	——
Volare	204,864	97.80	2,306	1.10	2,516	1.20	N.A.	——
Chrysler Total	316,855	99.99	N.A.	——	385	0.01	N.A.	——
Cordoba	88,015	100.00	N.A.	——	N.A.	——	N.A.	——
Chrysler	100,726	100.00	N.A.	——	N.A.	——	N.A.	——
LeBaron	128,114	99.70	N.A.	——	385	0.30	N.A.	——
Dodge Total	372,482	84.92	1,756	0.40	64,381	14.68	N.A.	——
Omni	79,228	56.00	N.A.	——	62,249	44.00	N.A.	——
St. Regis	34,972	100.00	N.A.	——	N.A.	——	N.A.	——
Diplomat	62,719	99.90	N.A.	——	62	0.10	N.A.	——
Sportsman	25,069	98.50	178	0.70	204	0.80	N.A.	——
Aspen	140,140	97.60	1,578	1.10	1,866	1.30	N.A.	——
Magnum	30,354	100.00	N.A.	——	N.A.	——	N.A.	——
FORD MOTOR	2,385,534	86.65	N.A.	——	367,444	13.35	N.A.	——
Ford Division	1,611,390	85.31	N.A.	——	277,424	14.69	N.A.	——
Pinto	98,722	49.60	N.A.	——	100,296	50.40	N.A.	——
Musang/Mustang II	239,020	64.60	N.A.	——	130,916	35.40	N.A.	——
Fairmont	355,041	89.80	N.A.	——	40,326	10.20	N.A.	——
Club Wagon	51,185	96.80	N.A.	——	1,692	3.20	N.A.	——
Granada	178,182	97.70	N.A.	——	4,194	2.30	N.A.	——
LTD II	48,564	100.00	N.A.	——	N.A.	——	N.A.	——
Thunderbird	284,141	100.00	N.A.	——	N.A.	——	N.A.	——
Ford	356,535	100.00	N.A.	——	N.A.	——	N.A.	——
L-M Division	774,144	89.58	N.A.	——	90,020	10.42	N.A.	——
Mercury Total	584,598	86.66	N.A.	——	90,020	13.34	N.A.	——
Bobcat	27,395	54.50	N.A.	——	22,871	45.50	N.A.	——
Capri	59,037	53.60	N.A.	——	51,107	46.40	N.A.	——
Zephyr	111,460	88.90	N.A.	——	13,917	11.10	N.A.	——
Monarch	73,754	97.20	N.A.	——	2,125	2.80	N.A.	——
Cougar/XR7	172,152	100.00	N.A.	——	N.A.	——	N.A.	——
Mercury	140,800	100.00	N.A.	——	N.A.	——	N.A.	——
Lincoln Total	189,546	100.00	N.A.	——	N.A.	——	N.A.	——
Lincoln	92,600	100.00	N.A.	——	N.A.	——	N.A.	——
Versailles	21,007	100.00	N.A.	——	N.A.	——	N.A.	——
Mark V	75,939	100.00	N.A.	——	N.A.	——	N.A.	——
GENERAL MOTORS*	4,798,295	93.11	14,855	0.29	328,989	6.37	12,163	0.23
Buick Division	720,927	99.13	251	0.04	4,439	0.61	1,658	0.22
Skyhawk	17,428	75.30	N.A.	——	4,053	17.50	1,658	7.20
Skylark '79	28,907	99.60	119	0.40	N.A.	——	N.A.	——
Century	55,699	99.70	45	0.10	93	0.20	N.A.	——
Regal	272,985	99.90	87	0.02	293	0.08	N.A.	——
Buick	293,727	100.00	N.A.	——	N.A.	——	N.A.	——
Riviera	52,181	100.00	N.A.	——	N.A.	——	N.A.	——
Cadillac Division	381,113	100.00	N.A.	——	N.A.	——	N.A.	——
Seville	53,487	100.00	N.A.	——	N.A.	——	N.A.	——
Cadillac	260,190	100.00	N.A.	——	N.A.	——	N.A.	——
Eldorado	67,436	100.00	N.A.	——	N.A.	——	N.A.	——
Chevrolet Division	1,978,703	87.21	12,146	0.53	272,895	12.03	5,083	0.23
Chevette	198,745	58.30	N.A.	——	142,132	41.70	N.A.	——
Monza	106,892	65.20	N.A.	——	51,978	31.70	5,083	3.10
Camaro	248,953	88.10	3,956	1.40	29,673	10.50	N.A.	——
Citation	149,088	79.60	N.A.	——	38,141	20.40	N.A.	——
Sportvan	26,452	97.30	734	2.70	N.A.	——	N.A.	——
Malibu/Chevelle	369,866	97.90	6,044	1.60	1,878	0.50	N.A.	——
Monte Carlo	280,751	99.50	1,412	0.50	N.A.	——	N.A.	——
Chevrolet	553,242	100.00	N.A.	——	N.A.	——	N.A.	——
Corvette	44,714	83.10	N.A.	——	9,093	16.90	N.A.	——
Oldsmboile Division	1,002,480	99.07	N.A.	——	6,675	0.66	2,750	0.27
Starfire	12,964	63.90	N.A.	——	6,108	30.10	1,227	6.00
Omega '79-'80	14,752	99.60	N.A.	——	59	0.40	N.A.	——
Cutlass	505,470	99.60	N.A.	——	508	0.10	1,523	0.30
Oldsmobile	419,238	100.00	N.A.	——	N.A.	——	N.A.	——
Toronado	50,056	100.00	N.A.	——	N.A.	——	N.A.	——
Pontiac Division	715,072	93.45	2,458	0.32	44,980	5.88	2,672	0.35
Sunbird	65,300	66.80	N.A.	——	29,798	30.47	2,672	2.73
'79 Phoenix	24,553	98.61	250	1.00	97	0.39	N.A.	——
Firebird	195,088	92.26	1,789	0.85	14,577	6.89	N.A.	——
LeMans	112,159	99.52	169	0.15	375	0.33	N.A.	——
Grand Prix	138,782	99.71	250	0.18	133	0.11	N.A.	——
Pontiac	179,190	100.00	N.A.	——	N.A.	——	N.A.	——
VOLKSWAGEN	30,110	22.70	N.A.	——	90,561	68.20	12,150	9.10
Total Cars, U. S.	8,351,220	89.36	21,734	0.23	948,239	10.15	24,313	0.26

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

*—The GM total includes 727,275 Pontiac Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

INTERIOR DRIVER OPTIONS

	Bucket Seats	Percent of Output	Adjustable Steering Col.	Percent of Output
AMERICAN MOTORS	56,720	33.48	54,230	32.01
Concord	N.A.	——	37,027	36.00
Pacer	913	9.00	4,801	47.00
Spirit	55,807	99.00	12,402	22.00
CHRYSLER CORP.	422,526	37.20	231,715	20.40
Chrysler-Plymouth Total	226,746	32.52	167,243	23.98
Horizon	162,763	100.00	N.A.	——
Voyager	7,657	100.00	2,481	32.40
Volare	16,356	7.80	10,484	5.00
Cordoba	25,964	29.50	47,176	53.60
Chrysler	N.A.	——	66,882	66.40
LeBaron	14,006	10.90	40,220	31.30
Dodge Total	195,780	44.64	64,472	14.70
Omni	141,477	100.00	N.A.	——
Magnum	12,567	41.40	14,297	47.10
St. Regis	N.A.	——	19,130	54.70
Diplomat	5,085	8.10	14,754	23.50
Sportsman	25,451	100.00	7,533	29.60
Aspen	11,200	7.80	8,758	6.10
FORD MOTOR	948,355	34.45	827,706	30.07
Ford Division	734,837	38.90	411,987	21.81
Pinto	199,018	100.00	N.A.	——
Mustang	369,936	100.00	46,982	12.70
Fairmont	78,283	19.80	33,210	8.40
Club Wagon	52,877	100.00	18,665	35.30
Granada	18,694	10.25	19,697	10.80
LTD II/Torino	3,982	8.20	9,956	20.50
T-Bird/Elite	12,047	4.24	139,796	49.20
Ford	N.A.	——	143,681	40.30
L-M Division	213,518	24.71	415,719	48.11
Bobcat	50,266	100.00	N.A.	——
Capri	110,144	100.00	18,724	17.00
Zephyr	36,735	29.30	16,675	13.30
Monarch	N.A.	——	12,975	17.10
Cougar	16,373	9.50	90,812	52.80
Mercury	N.A.	——	94,195	66.90
Lincoln	N.A.	——	88,896	96.00
Versailles	N.A.	——	19,326	92.00
Mark V	N.A.	——	74,116	97.60
GENERAL MOTORS	1,288,101	24.99	2,710,019	52.58
Buick Division	54,165	7.45	479,619	65.95
Skyhawk	23,139	100.00	10,734	46.40
'79 Skylark	642	2.20	8,929	30.80
Century	2,070	3.70	23,056	41.30
Regal	20,018	7.30	161,293	59.00
Buick	1,146	0.40	226,958	77.30
Riviera	7,150	13.70	48,649	93.20
Cadillac Division	N.A.	——	359,670	94.37
Seville	N.A.	——	53,487	100.00
Cadillac	N.A.	——	240,444	92.41
Eldorado	N.A.	——	65,739	97.48
Chevrolet Division	633,301	27.91	806,672	35.55
Chevette	22,157	6.50	25,565	7.50
Monza	163,953	100.00	30,659	18.70
Camaro	282,582	100.00	145,811	51.60
Citation	27,897	14.90	39,879	21.30
Sportvan	27,186	100.00	13,484	49.60
Malibu/Chevelle	9,445	2.50	87,644	23.20
Monte Carlo	46,274	16.40	141,926	50.30
Chevrolet	N.A.	——	270,534	48.90
Corvette	53,807	100.00	51,170	95.10
Oldsmobile Division	244,575	24.17	655,710	64.80
Starfire	20,299	100.00	5,856	28.80
Omega	1,688	11.40	2,310	15.60
Cutlass	80,692	15.90	289,275	57.00
Oldsmobile	111,521	26.60	311,365	74.30
Toronado	30,375	60.70	46,904	93.70
Pontiac Division	356,060	46.53	408.348	53.37
Sunbird	97,770	100.00	20,724	21.19
'79 Phoenix	2,229	8.95	6,776	27.21
Firebird	211,454	100.00	133,115	62.95
LeMans	6,131	5.44	40,098	35.58
Grand Prix	33,405	24.03	84,890	61.00
Pontiac	5,071	2.83	122.745	68.54
VOLKSWAGEN	132,821	100.00	N.A.	——
Total Cars, U.S.	2,848,523	30.48	3,823,670	40.91

NOTE: Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

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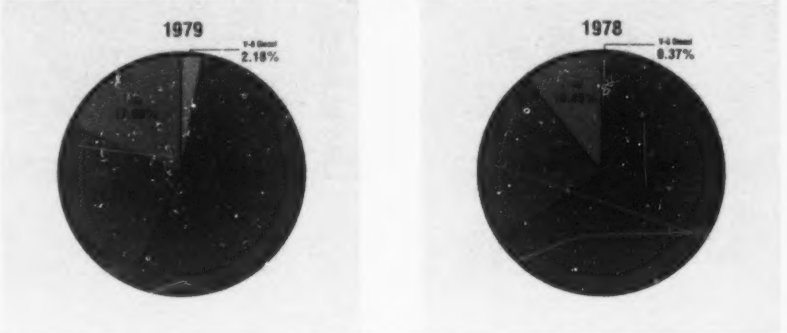
output, or 21,734 units. That was down from 58,252, or 0.64 percent in '78.

Power accessories appeared to be on the decline, as a result of buyers' efforts to keep car prices down and the trend toward smaller cars.

Generally, rear window defogger-defrosters and speed regulating devices showed a gain on '79 models. Power side windows were up slight-

Continued on Page 72, Col. 1

ENGINE INSTALLATIONS 1979 VS. 1978



AIR CONDITIONING INSTALLATIONS

'79 VS. '78 MODEL YEAR

	1979 Model Year			1978 Model Year		
	Unit Total	Percent of Output	Pct. of '79 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '78 Air Conditioner Installations
AMERICAN MOTORS	93,414	55.13	1.25	93,054	67.50	1.27
Spirit/Gremlin	21,984	39.00	0.30	7,681	40.81	0.10
Concord	63,769	62.00	0.85	59,824	70.64	0.82
AMX	....	0.00	....	1,255	49.41	0.02
Pacer	7,661	75.00	0.10	15,408	72.60	0.21
Matador	....	0.00	....	8,886	84.10	0.12
*CHRYSLER CORP.	814,958	71.74	10.95	975,963	75.41	13.27
Plymouth Total	217,040	57.10	2.91	296,651	64.39	4.03
Horizon	59,900	36.80	0.80	38,545	36.10	0.52
Voyager	6,171	80.60	0.08	7,532	97.60	0.10
Volare	150,969	72.00	2.03	176,920	68.40	2.41
Fury	....	0.00	0.00	73,654	84.10	1.00
Chrysler Division	303,865	95.78	4.09	329,227	96.33	4.48
Chrysler	98,182	97.50	1.32	82,261	98.50	1.12
Cordoba	85,536	97.20	1.15	104,567	96.50	1.42
LeBaron	120,147	93.50	1.62	142,399	95.00	1.94
Dodge Total	294,053	67.04	3.95	350,085	71.19	4.76
Omni	52,910	37.40	0.71	29,298	35.90	0.40
Magnum	28,988	95.50	0.39	48,677	93.80	0.66
St. Regis	33,781	96.60	0.46	....	....	....
Diplomat	56,107	89.20	0.75	74,230	90.90	1.01
Sportsman	20,258	79.60	0.27	18,279	76.20	0.25
Aspen	102,099	71.10	1.37	133,651	67.60	1.82
Monaco	....	0.00	0.00	45,950	83.70	0.62
FORD MOTOR	2,127,902	77.29	28.56	1,969,007	79.39	26.78
Ford Division	1,399,810	74.11	18.79	1,293,218	74.50	17.59
Pinto	54,526	27.40	0.73	54,960	29.10	0.75
Mustang	213,802	57.80	2.87	89,663	46.60	1.22
Fairmont	275,989	69.80	3.71	205,667	65.90	2.80
Club Wagon	43,359	82.00	0.58	31,338	74.60	0.43
Granada	150,844	82.70	2.02	197,830	79.20	2.69
LTD II/Torino	47,009	96.80	0.63	156,900	92.00	2.13
T-Bird/Elite	274,537	96.60	3.69	339,698	96.30	4.62
Ford	339,744	95.30	4.56	217,153	95.50	2.95
L-M Division	728,092	84.25	9.77	675,789	90.78	9.19
Bobcat	17,744	35.30	0.24	14,220	38.70	0.19
Capri	63,884	58.00	0.86	....	....	....
Zephyr	90,648	72.30	1.22	62,431	71.40	0.85
Monarch	67,304	88.70	0.90	78,415	85.50	1.07
Cougar	160,278	97.90	2.15	207,088	97.10	2.82
Mercury	138,688	98.50	1.86	144,015	98.90	1.96
Lincoln	92,600	100.00	1.24	88,087	100.00	1.19
Versailles	21,007	100.00	0.28	8,931	100.00	0.12
Mark V	75,939	100.00	1.02	72,602	100.00	0.99
**GEN. MOTORS	4,364,582	84.51	58.59	4,314,093	82.46	58.68
Buick Division	675,678	92.91	9.07	723,119	90.03	9.84
Skyhawk	14,561	62.90	0.20	15,983	65.00	0.22
Skylark	22,586	77.80	0.30	85,436	74.80	1.16
Century	45,859	82.10	0.62	71,398	81.40	0.97
Regal	255,173	93.30	3.43	220,973	93.40	3.01
Buick	285,318	97.10	3.82	308,835	96.68	4.20
Riviera	52,181	100.00	0.70	20,494	99.80	0.28
Cadillac Division	381,113	100.00	5.12	349,684	100.00	4.76
Seville	53,467	100.00	0.71	56,985	100.00	0.78
Cadillac	260,190	100.00	3.50	245,883	100.00	3.34
Eldorado	67,436	100.00	0.91	46,816	100.00	0.64
Chevrolet Division	1,691,064	74.53	22.70	1,641,662	71.88	22.33
Chevette	123,399	36.20	1.66	94,777	31.70	1.29
Monza	69,329	42.30	0.93	54,305	39.10	0.74
Camaro	220,993	78.20	2.97	194,584	71.40	2.65
Citation	115,591	61.70	1.55	149,397	51.90	2.03
Sportvan	20,128	74.00	0.27	21,518	70.10	0.29
Malibu/Chevelle	303,373	80.30	4.07	303,767	80.40	4.13
Monte Carlo	261,317	92.60	3.51	302,634	93.40	4.12
Chevrolet	526,093	95.10	7.06	475,682	94.20	6.47
Corvette	50,841	94.50	0.68	44,998	94.40	0.61
Oldsmobile Division	963,536	94.28	12.93	853,757	93.04	11.61
Starfire	11,153	54.90	0.15	9,971	57.60	0.14
Omega	17,978	72.20	0.24	35,233	70.30	0.48
Cutlass	478,065	94.20	6.42	400,957	93.50	5.45
Oldsmobile	406,284	96.90	5.45	382,236	96.50	5.20
Toronado	50,056	100.00	0.67	25,360	100.00	0.34
Pontiac Division	653,191	85.36	8.77	745,871	84.98	10.14
Firebird	46,832	47.90	0.63	47,376	54.58	0.64
Phoenix/Ventura	17,049	68.47	0.23	49,943	65.26	0.68
Firebird	180,176	85.21	2.42	153,147	81.77	2.08
LeMans	99,289	88.10	1.99	92,223	86.83	1.25
Grand Prix	134,050	96.35	1.80	208,378	94.71	2.83
Pontiac	175,795	98.06	2.36	194,804	96.96	2.66
Volkswagen	48,496	36.50	0.65	....	....	....
†Total Cars, U. S.	7,449,352	79.71	100.00	7,352,117	80.40	100.00

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ENGINE OPTIONS ON 1979 U. S. MODELS

	Diesels All Sizes	Percent of Output	Turbo Charger	Percent of Output	V-8 Engine	Percent of Output	6-Cylinder Engine	Percent of Output	4-Cylinder Engine	Percent of Output
AMERICAN MOTORS	N.A.	——	N.A.	——	9,538	5.63	137,289	81.02	22,612	13.35
Concord	N.A.	——	N.A.	——	4,628	4.50	91,848	89.30	6,377	6.20
Pacer	N.A.	——	N.A.	——	1,021	10.00	9,194	90.00	N.A.	——
Spirit	N.A.	——	N.A.	——	3,889	6.90	36,247	64.30	16,235	28.80
CHRYSLER CORP.	N.A.	——	N.A.	——	444,228	39.11	387,497	34.11	304,240	26.78
Chrysler-Plymouth Total	N.A.	——	N.A.	——	291,830	41.85	242,753	34.81	162,763	23.34
Horizon	N.A.	——	N.A.	——	N.A.	——	N.A.	——	162,763	100.00
Voyager	N.A.	——	N.A.	——	7,396	96.60	261	3.40	N.A.	——
Volare	N.A.	——	N.A.	——	40,048	19.10	169,638	80.90	N.A.	——
Cordoba	N.A.	——	N.A.	——	53,866	61.20	34,149	38.80	N.A.	——
Chrysler	N.A.	——	N.A.	——	98,900	98.20	1,826	1.80	N.A.	——
LeBaron	N.A.	——	N.A.	——	91,620	71.30	36,879	28.70	N.A.	——
Dodge Total	N.A.	——	N.A.	——	152,398	34.74	144,744	33.00	141,477	32.26
Omni	N.A.	——	N.A.	——	N.A.	——	N.A.	——	141,477	100.00
St. Regis	N.A.	——	N.A.	——	34,272	98.00	700	2.00	N.A.	——
Diplomat	N.A.	——	N.A.	——	45,831	73.00	16,950	27.00	N.A.	——
Sportsman	N.A.	——	N.A.	——	24,383	95.80	1,068	4.20	N.A.	——
Aspen	N.A.	——	N.A.	——	31,156	21.70	112,428	78.30	N.A.	——
Magnum	N.A.	——	N.A.	——	16,756	55.20	13,598	44.80	N.A.	——
FORD MOTOR	N.A.	——	38,832	1.41	1,414,959	51.40	722,390	26.24	615,629	22.36
Ford Division	N.A.	——	29,329	1.55	864,479	45.77	536,548	28.41	487,787	25.82
Pinto	N.A.	——	U.A.	——	N.A.	——	7,762	3.90	191,256	96.10
Mustang/Mustang II	N.A.	——	29,329	7.83	52,899	14.30	115,788	31.30	201,249	54.40
Fairmont	N.A.	——	N.A.	——	39,537	10.00	260,548	65.90	95,282	24.10
Club Wagon	N.A.	——	N.A.	——	48,699	92.10	4,178	7.90	N.A.	——
Granada	N.A.	——	N.A.	——	34,104	18.70	148,272	81.30	N.A.	——
LTD II	N.A.	——	N.A.	——	48,564	100.00	N.A.	——	N.A.	——
Thunderbird	N.A.	——	N.A.	——	284,141	100.00	N.A.	——	N.A.	——
Ford	N.A.	——	N.A.	——	356,535	100.00	N.A.	——	N.A.	——
L-M Division	N.A.	——	9,503	1.10	550,480	63.70	185,842	21.51	127,842	14.79
Bobcat	N.A.	——	N.A.	——	N.A.	——	3,980	7.90	46,286	92.10
Capri	N.A.	——	9,503	8.60	14,677	13.30	35,458	32.20	60,009	54.50
Zephyr	N.A.	——	N.A.	——	17,302	13.80	86,528	69.00	21,547	17.20
Monarch	N.A.	——	N.A.	——	16,003	21.10	59,876	78.90	N.A.	——
Cougar/XR7	N.A.	——	N.A.	——	172,152	100.00	N.A.	——	N.A.	——
Mercury	N.A.	——	N.A.	——	140,800	100.00	N.A.	——	N.A.	——
Lincoln	N.A.	——	N.A.	——	92,600	100.00	N.A.	——	N.A.	——
Versailles	N.A.	——	N.A.	——	21,007	100.00	N.A.	——	N.A.	——
Mark V	N.A.	——	N.A.	——	75,939	100.00	N.A.	——	N.A.	——
GENERAL MOTORS	203,338	3.95	36,938	0.72	3,588,313	69.62	996,560	19.33	569,429	11.05
Buick Division	N.A.	——	36,938	5.08	457,586	62.92	269,689	37.08	N.A.	——
Skyhawk	N.A.	——	N.A.	——	N.A.	——	23,139	100.00	N.A.	——
'79 Skylark	N.A.	——	N.A.	——	5,518	19.00	23,508	81.00	N.A.	——
Century	N.A.	——	1,500	2.70	22,842	40.90	32,995	59.10	N.A.	——
Regal	N.A.	——	21,389	7.80	112,218	41.10	161,147	58.90	N.A.	——
Buick	N.A.	——	3,582	1.20	275,294	93.70	18,433	6.30	N.A.	——
Riviera	N.A.	——	10,467	20.10	41,714	79.90	10,467	20.10	N.A.	——
Cadillac Division	26,547	6.97	N.A.	——	381,113	100.00	N.A.	——	N.A.	——
Seville	10,731	20.06	N.A.	——	53,487	100.00	N.A.	——	N.A.	——
Cadillac	7,640	2.94	N.A.	——	260,190	100.00	N.A.	——	N.A.	——
Eldorado	8,176	12.12	N.A.	——	67,436	100.00	N.A.	——	N.A.	——
Chevrolet Division	N.A.	——	N.A.	——	1,353,029	59.64	413,189	18.21	502,609	22.15
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	340,877	100.00
Camaro	N.A.	——	N.A.	——	8,197	5.00	81,647	49.80	74,109	45.20
Monza	N.A.	——	N.A.	——	260,538	92.20	22,044	7.80	N.A.	——
Citation	N.A.	——	N.A.	——	N.A.	——	99,606	53.20	87,623	46.80
Sportvan	N.A.	——	N.A.	——	25,229	92.80	1,957	7.20	N.A.	——
Malibu/Chevelle	N.A.	——	N.A.	——	241,028	63.80	136,760	36.20	N.A.	——
Monte Carlo	N.A.	——	N.A.	——	221,499	78.50	60,664	21.50	N.A.	——
Chevrolet	N.A.	——	N.A.	——	542,731	98.10	10,511	1.90	N.A.	——
Corvette	N.A.	——	N.A.	——	53,807	100.00	N.A	——	N.A.	——
Oldsmobile Division	176,791	17.47	N.A.	——	841,455	83.16	165,156	16.32	5,294	0.52
Starfire	N.A.	——	N.A.	——	1,653	8.10	13,352	65.80	5,294	26.10
'79 Omega	N.A.	——	N.A.	——	3,585	24.20	11,226	75.80	N.A.	——
Cutlass	35,017	6.90	N.A.	——	366,923	72.30	140,578	27.70	N.A.	——
Oldsmobile	133,734	31.90	N.A.	——	419,238	100.00	N.A.	——	N.A.	——
Toronado	8,040	16.10	N.A.	——	50,056	100.00	N.A.	——	N.A.	——
Pontiac Division	N.A.	——	N.A.	——	555,130	72.55	148,526	19.41	61,526	8.04
Sunbird	N.A.	——	N.A.	——	986	1.00	35,259	36.06	61,526	62.94
'79 Phoenix	N.A.	——	N.A.	——	10,287	41.32	14,613	58.68	N.A.	——
Firebird	N.A.	——	N.A.	——	198,850	94.04	12,604	5.96	N.A.	——
LeMans	N.A.	——	N.A.	——	58,457	51.87	54,245	48.13	N.A.	——
Grand Prix	N.A.	——	N.A.	——	109,689	78.84	29,476	21.16	N.A.	——
Pontiac	N.A.	——	N.A.	——	176,861	98.70	2,329	1.30	N.A.	——
VOLKSWAGEN	N.A.	——	N.A.	——	N.A.	——	N.A.	——	132,821	100.00
Total Cars, U. S.	203,338	2.18	75,770	0.81	5,457,038	58.39	2,243,736	24.01	1,644,731	17.60

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were sourced only in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Pontiac models, 381,113 Cadillac models, 2,268,827 Chevrolet models, 1,011,905 Oldsmobile models, 765,182 Pontiac models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

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ly, though this option has pretty much plateaued.

Power brakes, steering and seats were all on the wane.

Overall, 89.46 percent of domestic cars came with power steering last year, equal to 8,360,703 units. This was down from 92.62 percent, 8,469,894.

Similarly, power brakes went on 7,989,472 cars, equal to 85.49 percent of production. This was down from 8,087,583, or 88.44 percent, in '78.

Rear window defogger/defrosters ended up on 4,448,179 cars, equal to 47.60 percent of output. This was up from 3,447,057, or 37.70 percent, in '78.

Speed regulating devices continued to be very popular.

The industry installed 3,612,300 of them in '79 models, equal to 38.65 percent of output. This was up from 3,291,896, or 36.00 percent in '78.

Power side windows were also up slightly.

They ended up on 2,636,050 cars, equal to 28.21 percent of production. This was up from 2,555,572 cars, or 27.90 percent, in '78.

Power seats declined in popularity.

Some 1,776,000 cars were equipped with power seats, equal to 19.00 percent of production. This was down from 1,820,535, or 19.91 percent, in '79.

Factory-installed air conditioning continued to be very popular.

It ended up on 79.71 percent of domestic cars, down a shade from 80.40 percent in '78. Some 7,449,352 cars carried the item compared with 7,352,117 in '78.

GM was the only company with a gain, installing "air" in 84.51 percent of its cars compared with 82.46 percent in '78.

Ford's installation dropped to 77.29 percent compared with 79.39 percent the previous year; Chrysler's to 71.74 percent against 75.41 percent, and AMC's to 55.13 percent against 67.50 percent. VW installed "air" in 36.50 percent of its domestically-built Rabbits.

Detroit's penetration of the radio and tape-player market improved during '79, but a large percentage of radios are still supplied by independent manufacturers.

There were increases in the number of AM/FM stereo radios, CB radios and tape players installed in '79 models. Continuing a trend, however, AM radios and AM/FM radios continued to decline.

Overall, the industry installed either an AM, AM FM or AM FM stereo radio in 68.80 percent of domestic models. That was up from 67.88 percent in '78.

Tape players accounted for a 16.85 percent penetration, compared with 13.77 percent in '78. The industry offers tape players only in combination with radios.

Tape players were available in combination with AM radios, however, and not just with AM FM stereo.

CB radio installations climbed to 3.09 percent of industry production, up from 2.31 percent in '78.

Overall, auto makers installed 2,859,457 AM radios in '79 models, equal to 30.60 percent of production. That was down from 3,035,297, or 33.19 percent in '78.

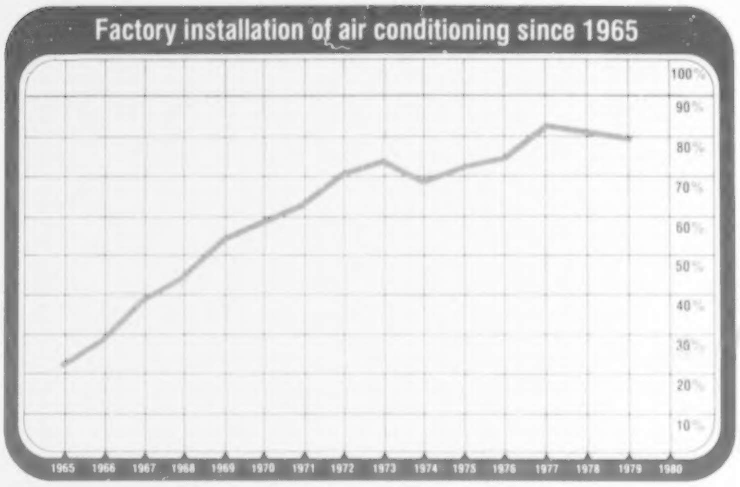
Industrywide, AM/FM radios were installed in 12.76 percent of '79 models built, the equivalent of 1,192,666. That was down from 12.92 percent, or 1,181,648 units the previous year.

AM/FM stereo radios, however, ended up on 2,377,241 cars, equal to 25.44 percent of production. That was up from 1,991,002, or 21.77 percent in '78.

Decorative roof options on cars, although not major items in terms of volume, nonetheless produced some healthy revenues for the companies in '79.

Vinyl roofs continued to be on the wane, though other types of special roofs are relatively popular.

Continued on Page 74, Col. 1


Factory installation of air conditioning since 1965

DECORATIVE ROOF OPTIONS ON 1979 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	67,714	39.96	N.A.	——	N.A.	——	6,170	3.64	N.A.	——
Concord	67,367	65.50	N.A.	——	N.A.	——	1,815	1.80	N.A.	——
Pacer	347	3.40	N.A.	——	N.A.	——	184	1.80	N.A.	——
Spirit	N.A.	——	N.A.	——	N.A.	——	4,171	7.40	N.A.	——
CHRYSLER CORP.	436,886	38.46	N.A.	——	10,561	0.93	9,367	0.82	10,910	0.96
Chrysler-Plymouth Total	299,441	42.94	N.A.	——	7,706	1.10	4,557	0.65	5,482	0.79
Horizon	N.A.	——	N.A.	——	N.A.	——	4,557	2.80	N.A.	——
Voyager	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Volare	51,373	24.50	N.A.	——	N.A.	——	N.A.	——	629	0.30
Cordoba	76,749	87.20	N.A.	——	4,049	4.60	N.A.	——	3,697	4.20
Chrysler	77,257	76.70	N.A.	——	2,115	2.10	N.A.	——	N.A.	——
LeBaron	94,062	73.20	N.A.	——	1,542	1.20	N.A.	——	1,156	0.90
Dodge Total	137,445	31.34	N.A.	——	2,855	0.65	4,810	1.10	5,428	1.24
Omni	——	——	N.A.	——	N.A.	——	4,810	3.40	N.A.	——
St. Regis	22,032	63.00	N.A.	——	559	1.60	N.A.	——	N.A.	——
Diplomat	46,144	73.50	N.A.	——	627	1.00	N.A.	——	565	0.90
Sportsman	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Aspen	45,229	31.50	N.A.	——	N.A.	——	N.A.	——	431	0.30
Magnum	24,040	79.20	N.A.	——	1,669	5.50	N.A.	——	4,432	14.60
FORD MOTOR	1,243,300	45.16	N.A.	——	62,680	2.28	118,953	4.32	N.A.	——
Ford Division	700,582	37.09	N.A.	——	11,060	0.59	82,924	4.39	N.A.	——
Pinto	N.A.	——	N.A.	——	N.A.	——	8,558	4.30	N.A.	——
Mustang	43,651	11.80	N.A.	——	N.A.	——	56,970	15.40	N.A.	——
Fairmont	113,084	28.60	N.A.	——	N.A.	——	17,396	4.40	N.A.	——
Club Wagon	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Granada	97,024	53.20	N.A.	——	547	0.30	N.A.	——	N.A.	——
LTD II	21,950	45.20	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Thunderbird	215,947	76.00	N.A.	——	10,513	3.70	N.A.	——	12,218	4.30
Ford	208,926	58.60	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln-Mercury Division	542,718	62.80	N.A.	——	51,620	5.97	36,029	4.17	N.A.	——
Bobcat	N.A.	——	N.A.	——	N.A.	——	4,072	8.10	N.A.	——
Capri	N.A.	——	N.A.	——	N.A.	——	20,046	18.20	N.A.	——
Zephyr	46,264	36.90	N.A.	——	N.A.	——	11,911	9.50	N.A.	——
Monarch	41,733	55.00	N.A.	——	455	0.60	N.A.	——	N.A.	——
Cougar/XR7	170,279	98.90	N.A.	——	9,496	5.50	N.A.	——	N.A.	——
Mercury	106,022	75.30	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln	91,118	98.40	N.A.	——	13,242	14.30	N.A.	——	N.A.	——
Versailles	21,007	100.00	N.A.	——	2,836	13.50	N.A.	——	N.A.	——
Mark V	66,295	87.30	N.A.	——	25,591	33.70	N.A.	——	N.A.	——
GENERAL MOTORS	1,598,218	31.01	9,643	0.19	93,352	1.81	16,346	0.32	187,161	3.63
Buick Division	336,401	46.25	N.A.	——	21,008	2.89	757	0.01	4,237	0.58
Skyhawk	N.A.	——	N.A.	——	N.A.	——	757	3.30	N.A.	——
'79 Skylark	9,830	33.90	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Century	2,655	4.80	N.A.	——	53	0.10	N.A.	——	N.A.	——
Regal	120,218	44.00	N.A.	——	6,754	2.50	N.A.	——	4,237	1.50
Buick	170,330	58.00	N.A.	——	6,154	2.10	N.A.	——	N.A.	——
Riviera	33,368	63.90	N.A.	——	8,047	15.40	N.A.	——	N.A.	——
Cadillac Division	311,810	81.82	N.A.	——	28,414	7.46	N.A.	——	N.A.	——
Seville	42,200	78.89	N.A.	——	6,239	11.66	N.A.	——	N.A.	——
Cadillac	232,407	89.32	N.A.	——	10,750	4.13	N.A.	——	N.A.	——
Eldorado	37,203	55.16	N.A.	——	11,425	16.94	N.A.	——	N.A.	——
Chevrolet Division	241,857	10.66	N.A.	——	13,895	0.61	9,810	0.43	97,027	4.28
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monza	9,324	5.70	N.A.	——	N.A.	——	6,066	3.70	N.A.	——
Camaro	5,369	1.90	N.A.	——	N.A.	——	N.A.	——	33,627	11.90
Citation	N.A.	——	N.A.	——	N.A.		3,744	2.00	N.A.	——
Sportvan	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Malibu/Chevelle	40,045	10.60	N.A.	——	756	0.20	N.A.	——	N.A.	——
Monte Carlo	90,856	32.20	N.A.	——	7,054	2.50	N.A.	——	9,593	3.40
Chevrolet	96,263	17.40	N.A.	——	6,085	1.10	N.A.	——	N.A.	——
Corvette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	53,807	100.00
Oldsmobile Division	521,591	51.55	9,643	0.95	18,610	1.84	N.A.	——	10,657	1.05
Starfire	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
'79 Omega	4,043	27.30	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Cutlass	234,973	46.30	9,643	1.90	N.A.	——	N.A.	——	10,657	2.10
Oldsmobile	256,159	61.10	N.A.	——	10,114	2.40	N.A.	——	N.A.	——
Toronado	26,416	52.80	N.A.	——	8,496	17.00	N.A.	——	N.A.	——
Pontiac Division	186,559	24.38	N.A.	——	11,425	1.49	5,779	0.76	75,240	9.83
Sunbird	10,812	11.05	N.A.	——	N.A.	——	5,779	5.91	N.A.	——
'79 Phoenix	6,997	28.10	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Firebird	N.A.	——	N.A.	——	N.A.	——	N.A.	——	69,019	32.64
LeMans	14,685	13.03	N.A.	——	372	0.33	N.A.	——	N.A.	——
Grand Prix	72,157	51.85	N.A.	——	6,304	4.53	N.A.	——	6,221	4.47
Pontiac	81,908	45.71	N.A.	——	4,749	2.65	N.A.	——	N.A.	——
VOLKSWAGEN	N.A.	——	4,032	3.00	N.A.	——	N.A.	——	N.A.	——
Total Cars, U. S.	3,346,118	35.80	4,032	0.01	166,593	1.78	150,836	1.61	198,071	2.12

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were sourced only in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

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Vinyl roofs accounted for 35.80 percent of domestic car output in '79, equal to 3,346,118 units. This was down from 41.70 percent, or 3,813,119 in '79.

T-roofs went on some 198,071 cars, largely sporty models like Firebird Camaro and Corvette.

Behind them, pop-up sunroofs enjoyed a growing popularity because of their suitability for small cars. About 150,836 domestic models featured the pop-up option.

Electric sliding roofs, more suitable for larger sized more expensive models, ended up on 166,593 cars, equal to 1.78 percent of output.

Manual sliding sunroofs appear to be on the wane, accounting for only 4,032 units, or 0.01 percent of production.

Bucket seats and adjustable steering columns both benefit from the sharp swing toward small cars.

Industrywide, bucket-style seats were installed in 2,848,523 cars, equal to 30.48 percent. That was up from 2,249,711, or 24.60 percent the previous year.

Adjustable steering columns likewise were installed in 3,823,670 cars, equal to 40.91 percent of production. That was up from 3,568,850, or 39.03 percent in '78.

Radial tires, whether of steel or fiberglass construction, continued to gain popularity in '79.

Steel radials showed a slight increase, accounting for about three-fourths of the cars built. But glass-belted radials had the greatest surge in popularity — at the expense of older-style bias belted tires which are clearly on the way out.

Industrywide, auto firms installed steel radials on 75.22 percent of their cars, up from 73.98 percent. Actual number was 7,029,705 cars against 6,765,427 in '78.

Fiberglass tires caught on even more rapidly.

Auto firms equipped 16.93 percent of their cars with these type tires, equal to 1,581,983 units.

At GM, they accounted for 11.61 percent of cars built, up from 3.39 percent in '78. At Ford, they weren't available. But at Chrysler their penetration reached 82.04 percent, up from 49.13 percent. At AMC their penetration reached 30.53 percent, up from 14.27 percent in '78.

Like Ford, Volkswagen didn't offer fiberglass tires on its cars.

Bias-belted tires, meanwhile, accounted for only 7.85 percent of production, down from 16.03 percent in '78.

MODELS: 1942-1980

Number of models offered by U.S. auto makers, 1942 to 1980

1942	276	1963	336
1946	160	1964	336
1947	182	1965	348
1948	201	1966	368
1949	205	1967	370
1950	243	1968	368
1951	243	1969	365
1952	224	1970	375
1953	210	1971	341
1954	240	1972	297
1955	216	1973	304
1956	232	1974	302
1957	245	1975	325
1958	263	1976	294
1959	239	1977	275
1960	244	1978	259
1961	260	1979	247
1962	296	1980	251

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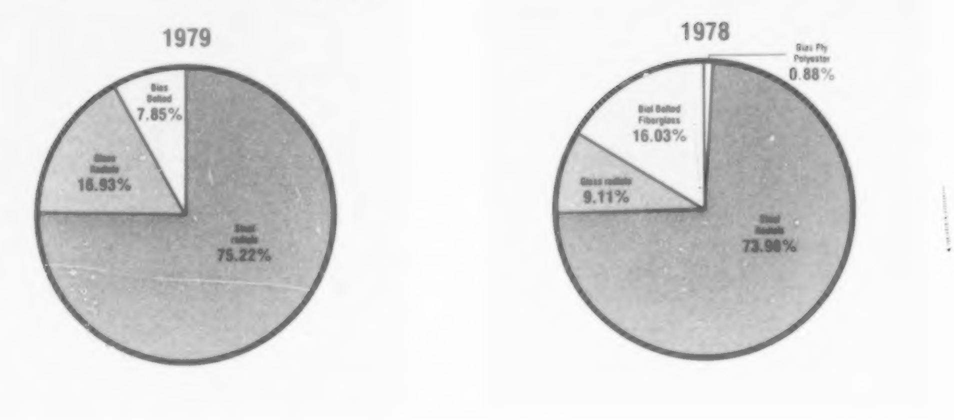
Factory Tire Installations by Type



TIRE OPTIONS ON '79/MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	26,671	15.74	51,729	30.53	91,039	53.73	128,661	75.93
Concord	17,485	17.00	28,490	27.70	56,878	55.30	77,140	75.00
Pacer	2,309	22.60	7,906	77.40	NA	....	9,806	96.00
Spirit	6,877	12.20	15,333	27.20	34,161	60.60	41,715	74.00
CHRYSLER CORP.	113,028	9.95	931,971	82.04	90,966	8.01	1,039,758	91.53
C-P Total	73,779	10.58	573,312	82.21	50,255	7.21	647,482	92.85
Horizon	24,089	14.80	138,674	85.20	NA	....	162,763	100.00
Voyager	490	6.40	5,559	72.60	1,608	21.00	NA	....
Volare	8,178	3.90	152,861	72.90	48,647	23.20	180,330	86.00
Cordoba	10,386	11.80	77,629	88.20	NA	....	87,751	99.70
Chrysler	16,116	16.00	84,610	84.00	NA	....	90,452	89.80
LeBaron	14,520	11.30	113,979	88.70	NA	....	126,186	98.20
Dodge Total	39,249	8.95	358,659	81.77	40,711	9.28	392,276	89.43
Omni	20,656	14.60	120,821	85.40	NA	....	141,477	100.00
St. Regis	4,372	12.50	30,601	87.50	NA	....	32,419	92.70
Diplomat	5,085	8.10	57,696	91.90	NA	....	61,023	97.20
Sportsman	1,603	6.30	12,140	47.70	11,707	46.00	NA	....
Aspen	4,164	2.90	110,416	76.90	29,004	20.20	127,215	88.60
Magnum	3,369	11.10	26,985	88.90	NA	....	30,142	99.30
FORD MOTOR	2,469,737	89.71	NA	....	283,241	10.29	2,357,333	85.63
Ford Division	1,634,380	86.53	NA	....	254,434	13.47	1,564,373	82.82
Pinto	117,023	58.80	NA	....	81,995	41.20	129,360	65.00
Must./Must. II	254,146	68.70	NA	....	115,790	31.30	280,781	75.90
Fairmont	375,203	94.90	NA	....	20,164	5.10	326,968	82.70
Club Wagon	10,392	31.00	NA	....	36,485	69.00	25,645	48.50
Granada	182,376	100.00	NA	....	NA	....	160,126	87.80
LTD II	48,564	100.00	NA	....	NA	....	34,383	70.80
T-Bird	284,141	100.00	NA	....	NA	....	278,742	98.10
Ford	356,535	100.00	NA	....	NA	....	328,368	92.10
L-M Division	835,357	96.67	NA	....	28,807	3.33	792,960	91.76
Bobcat	50,266	100.00	NA	....	NA	....	40,062	79.70
Capri	89,988	81.70	NA	....	20,156	18.30	71,263	64.70
Zephyr	116,726	93.10	NA	....	8,651	6.90	114,595	91.40
Monarch	75,879	100.00	NA	....	NA	....	70,567	93.00
Cougar/XR-7	172,152	100.00	NA	....	NA	....	169,225	98.30
Mercury	140,800	100.00	NA	....	NA	....	137,702	97.80
Lincoln	92,600	100.00	NA	....	NA	....	92,600	100.00
Versailles	21,007	100.00	NA	....	NA	....	21,007	100.00
Mark V	75,939	100.00	NA	....	NA	....	75,939	100.00
GEN. MOTORS	4,292,555	83.28	598,293	11.61	263,464	5.11	4,900,697	95.08
Buick Division	687,215	94.49	15,994	2.20	24,066	3.31	708,298	97.39
Skyhawk	19,251	83.28	NA	....	3,888	16.80	20,085	86.80
Skylark	8,848	30.50	NA	....	20,178	69.50	28,115	96.90
Century	43,295	77.50	12,542	22.50	NA	....	51,093	91.50
Regal	273,365	100.00	NA	....	NA	....	269,297	98.50
Buick	290,275	98.80	3,452	1.20	NA	....	287,527	97.90
Riviera	52,181	100.00	NA	....	NA	....	52,181	100.00
Cadillac Division	381,113	100.00	NA	....	NA	....	381,113	100.00
Seville	53,487	100.00	NA	....	NA	....	53,487	100.00
Cadillac	260,190	100.00	NA	....	NA	....	260,190	100.00
Eldorado	67,436	100.00	NA	....	NA	....	67,436	100.00
Chevrolet Division	1,615,409	71.20	516,490	22.76	130,928	6.04	2,116,497	93.29
Chevette	30,679	9.00	310,198	91.00	NA	....	314,970	92.40
Monza	47,710	29.10	NA	....	116,243	70.90	157,723	96.20
Camaro	275,517	97.50	NA	....	7,065	2.50	272,692	96.50
'80 Citation	100,128	53.50	87,101	46.50	NA	....	159,340	89.10
Sportvan	11,935	43.90	1,631	6.00	13,620	50.10	16,529	60.80
Malibu/Chevelle	265,207	70.20	112,581	29.80	NA	....	341,898	90.50
Monte Carlo	282,163	100.00	NA	....	NA	....	277,648	98.40
Chevrolet	548,263	99.10	4,979	0.90	NA	....	524,473	94.80
Corvette	53,807	100.00	NA	....	NA	....	51,224	95.20
Oldsmobile Division	970,502	95.91	15,225	1.50	26,178	2.59	953,365	94.21
Starfire	5,593	27.60	NA	....	14,706	72.40	14,706	72.40
Omega 79-80	4,027	27.20	NA	....	10,784	72.80	14,456	97.60
Cutlass	492,276	97.00	15,225	3.00	NA	....	484,171	95.60
Oldsmobile	418,550	99.80	NA	....	688	0.20	388,976	92.80
Toronado	50,056	100.00	NA	....	NA	....	50,056	100.00
Pontiac Division	638,316	83.42	50,574	6.61	76,292	9.97	741,424	96.90
Sunbird	33,818	34.58	NA	....	63,952	65.41	95,930	98.12
'79 Phoenix	12,560	50.44	NA	....	12,340	49.56	24,150	96.99
Firebird	204,281	96.61	7,173	3.39	NA	....	202,721	95.87
LeMans	70,270	62.35	42,433	37.65	NA	....	106,763	94.73
Grand Prix	139,165	100.00	NA	....	NA	....	136,827	98.32
Pontiac	178,222	99.46	968	0.54	NA	....	175,033	97.68
VOLKSWAGEN	127,714	96.10	NA	....	5,108	3.80	NA	....
Total Cars, U.S.	7,029,705	75.22	1,581,983	16.93	733,818	7.85	8,426,449	90.17

NOTE: Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U.S., but sold only in Canada.

**The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

TURBOCHARGER OPTIONS AVAILABLE ON U. S. CARS

	Base Price	Engine Type	Displacement (Liters Cu. In.)	Fuel Delivery	Compression Ratio	Horsepower	Torque	Maximum Boost (Lbs. Sq. In.)	Standard Trans.	Optional Trans.
FORD MOTOR										
Ford Mustang, Mercury Capri	$5,681; $6,155	L-4	2.3/140	2V	9.0	120 @ 5500*	137 @ 3500*	6	M-4	M-5 A-3
Ford Fairmont, Mercury Zephyr	$5,596; $5,992	L-4	2.3/140	2V	9.0	120 @ 5500*	137 @ 3500*	6	A-3	None
GENERAL MOTORS										
Buick: Riviera 'S'	$12,433	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
LeSabre Sport Coupe	$8,181	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Regal Sport Coupe	$7,391	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Century Turbo Coupe	$6,342	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Chevrolet: Monte Carlo	$7,074	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Pontiac: TransAm, Firebird Formula	$7,655; $7,611	V-8	4.9/301	4V	7.6	210 @ 4000	345 @ 2000	9	A-3	None
AUDI—5000 Turbo	$17,000*	L-5	2.2/134	F.I.	7.0	130 @ 5400	142 @ 3000	7.9*	A-3	None
MERCEDES-BENZ—300SD (Diesel)	$30,632	L-5	3.0/183	F.I.	21.5	120 @ 4350	170 @ 2400	11	A-4	None
PORSCHE—924 Turbo	$20,875	L-4	2.0/121	F.I.	7.5	143 @ 5500	147 @ 6000	7.6	M-5	None
SAAB—900 Turbo	$13,195	L-4	2.0/121	F.I.	7.2	135 @ 4800	160 @ 3500	8.5	M-5	None

*—Estimate

SOUND EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player w/Radio	Percent of Output	Tape Player w/o Radio	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	66,373	39.17	N.A.	——	38,393	22.66	552	0.33	N.A.	——	398	0.24
Concord	39,187	38.10	N.A.	——	23,553	22.90	N.A.	——	N.A.	——	N.A.	——
Pacer	2,890	28.30	N.A.	——	3,453	33.80	552	5.40	N.A.	——	398	3.90
Spirit	24,296	43.10	N.A.	——	11,387	20.20	N.A.	——	N.A.	——	N.A.	——
CHRYSLER CORP.	451,425	39.74	294,657	25.94	269,784	23.75	86,011	7.57	N.A.	——	7,215	0.64
Chrysler-Plymouth Total	264,589	37.94	172,770	24.78	187,812	20.93	63,889	9.16	N.A.	——	4,949	0.64
Horizon	73,894	45.40	69,988	43.00	18,881	11.60	N.A.	——	N.A.	——	N.A.	——
Voyager	2,236	29.20	1,570	20.50	1,730	22.60	528	6.90	N.A.	——	207	2.70
Volare	135,038	64.40	30,195	14.40	9,645	4.60	2,935	1.40	N.A.	——	210	0.10
Cordoba	9,945	11.30	16,282	18.50	52,633	59.80	22,708	25.80	N.A.	——	1,584	1.80
Chrysler	12,893	12.80	17,727	17.60	60,334	59.90	25,382	25.20	N.A.	——	2,820	2.80
LeBaron	30,583	23.80	37,008	28.80	44,589	34.70	12,336	9.60	N.A.	——	128	0.10
Dodge Total	186,836	21.23	121,887	13.85	81,972	9.31	22,122	2.51	N.A.	——	2,266	0.26
Omni	62,391	44.10	59,420	42.00	19,524	13.80	N.A.	——	N.A.	——	N.A.	——
St. Regis	6,889	19.70	8,218	23.50	13,639	39.00	2,903	8.30	N.A.	——	664	1.90
Diplomat	15,005	23.90	23,794	37.90	16,511	26.30	4,395	7.00	N.A.	——	63	0.10
Sportsman	7,635	30.00	3,868	15.20	5,777	22.70	1,502	5.90	N.A.	——	636	2.50
Aspen	91,607	63.80	20,820	14.50	9,189	6.40	2,728	1.90	N.A.	——	144	0.10
Magnum	3,309	10.90	5,767	19.00	17,332	57.10	10,594	34.90	N.A.	——	759	2.50
FORD MOTOR	730,692	26.54	195,984	7.12	635,473	23.08	559,617	20.33	N.A.	——	69,657	2.53
Ford Division	595,470	31.53	140,229	7.42	418,554	22.16	252,793	13.30	N.A.	——	13,213	0.70
Pinto	120,406	60.50	13,732	6.90	7,762	3.90	4,179	2.10	N.A.	——	N.A.	——
Mustang/Mustang II	79,536	21.50	29,965	8.10	65,109	17.60	62,889	17.00	N.A.	——	N.A.	——
Fairmont	149,844	37.90	37,164	9.40	59,700	15.10	20,559	5.20	N.A.	——	N.A.	——
Club Wagon	14,806	28.00	3,384	6.40	13,642	25.80	9,729	18.40	N.A.	——	2,221	4.20
Granada	65,655	36.00	17,508	9.60	34,651	19.00	9,484	5.20	N.A.	——	547	0.30
LTD II	18,794	38.70	3,011	6.20	10,149	20.90	5,099	10.50	N.A.	——	339	0.70
Thunderbird	46,599	16.40	11,934	4.20	111,667	39.30	96,608	34.00	N.A.	——	5,115	1.80
Ford	99,830	28.00	23,531	6.60	115,874	32.50	44,246	12.41	N.A.	——	4,991	1.40
Lincoln Mercury Division	135,222	15.65	55,755	6.45	216,919	25.10	306,824	35.51	N.A.	——	56,444	6.53
Bobcat	31,969	63.60	5,831	11.60	2,966	5.90	1,558	3.10	N.A.	——	N.A.	——
Capri	17,403	15.80	9,693	8.80	22,029	20.00	24,232	22.00	N.A.	——	N.A.	——
Zephyr	38,240	30.50	15,923	12.70	20,687	16.50	13,039	10.40	N.A.	——	N.A.	——
Monarch	22,233	29.30	9,333	12.30	15,100	19.90	7,968	10.50	N.A.	——	380	0.50
Cougar/XR7	11,297	6.60	7,232	4.20	54,987	31.90	55,161	32.00	N.A.	——	3,547	2.11
Mercury	14,080	10.00	N.A.	——	55,053	39.10	48,153	34.20	N.A.	——	7,462	5.30
Lincoln	N.A.	——	4,630	5.00	16,205	17.50	71,765	77.50	N.A.	——	24,632	26.60
Versailles	N.A.	——	N.A.	——	21,007	100.00	21,007	100.00	N.A.	——	3,109	14.80
Mark V	N.A.	——	3,113	4.10	8,885	11.70	63,941	84.20	N.A.	——	17,314	22.80
GENERAL MOTORS	1,575,253	30.56	640,515	12.43	1,405,365	27.27	926,230	17.97	N.A.	——	24,414	4.19
Buick Division	125,914	17.31	82,809	11.39	223,498	30.73	163,928	22.54	N.A.	——	19,607	2.69
Skyhawk	12,455	53.80	5,593	24.20	3,228	14.00	1,863	8.00	N.A.	——	N.A.	——
'79 Skylark	13,652	47.00	6,231	21.50	1,323	4.60	1,222	4.20	N.A.	——	N.A.	——
Century	24,038	43.10	11,775	21.10	8,776	15.70	3,124	5.60	N.A.	——	N.A.	——
Regal	45,592	16.70	31,962	11.70	97,293	35.60	35,645	13.00	N.A.	——	1,275	0.50
Buick	30,177	10.30	27,248	9.30	112,878	38.40	87,809	29.90	N.A.	——	12,077	4.10
Riviera	N.A.	——	N.A.	——	17,916	34.30	34,265	65.70	N.A.	——	6,255	12.00
Cadillac Division	N.A.	——	N.A.	——	381,113	100.00	226,108	59.33	N.A.	——	141,615	37.16
Seville	N.A.	——	N.A.	——	53,487	100.00	42,884	80.17	N.A.	——	10,900	20.37
Cadillac	N.A.	——	N.A.	——	260,190	100.00	129,423	49.74	N.A.	——	110,402	42.43
Eldorado	N.A.	——	N.A.	——	67,436	100.00	53,801	79.77	N.A.	——	20,313	30.12
Chevrolet Division	1,064,328	46.91	354,798	15.64	266,786	11.76	193,599	8.53	N.A.	——	16,669	0.73
Chevette	268,270	78.70	54,199	15.90	7,158	2.10	N.A.	——	N.A.	——	N.A.	——
Monza	123,293	75.20	23,609	14.40	8,689	5.30	6,886	4.20	N.A.	——	N.A.	——
Camaro	61,885	21.90	31,084	11.00	38,431	13.60	56,799	20.10	N.A.	——	1,413	0.50
'80 Citation	124,607	66.60	34,721	18.50	23,988	12.80	219	0.10	N.A.	——	903	0.50
Sportvan	7,775	28.60	4,703	17.30	4,459	16.40	2,311	8.50	N.A.	——	435	1.60
Malibu/Chevelle	196,828	52.10	57,046	15.10	25,689	6.80	12,089	3.20	N.A.	——	755	0.20
Monte Carlo	88,035	31.20	43,735	15.50	47,121	16.70	29,345	10.40	N.A.	——	1,128	0.40
Chevrolet	193,635	35.00	102,903	18.60	101,243	18.30	49,792	9.00	N.A.	——	7,192	1.30
Corvette	N.A.	——	2,798	5.20	10,008	18.60	36,158	67.20	N.A.	——	4,843	9.00
Oldsmobile Division	176,748	17.47	100,880	9.97	347,115	34.30	203,187	20.08	N.A.	——	25,908	2.56
Starfire	10,885	53.60	4,305	21.20	3,322	16.40	1,789	8.80	N.A.	——	N.A.	——
'79 Omega	7,346	49.60	3,081	20.80	1,392	9.40	489	3.30	N.A.	——	N.A.	——
Cutlass	119,770	23.60	63,945	12.60	137,025	27.00	72,065	14.20	N.A.	——	3,553	0.70
Oldsmobile	38,749	9.20	29,549	7.05	192,426	45.90	96,568	23.03	N.A.	——	17,525	4.20
Toronado	N.A.	——	N.A.	——	12,950	25.90	32,276	64.40	N.A.	——	4,830	9.70
Pontiac Division	208,263	27.22	102,028	13.33	186,853	24.42	139,408	18.21	N.A.	——	7,615	0.99
Sunbird	67,659	69.23	18,076	18.49	8,178	8.36	3,857	3.94	N.A.	——	N.A.	——
'79 Phoenix	11,374	45.68	5,767	23.16	3,523	14.15	N.A.	——	N.A.	——	N.A.	——
Firebird	29,576	13.99	13,775	6.51	41,666	19.70	73,703	34.86	N.A.	——	2,090	0.99
LeMans	45,893	40.72	22,811	20.24	20,647	18.32	6,176	5.48	N.A.	——	507	0.45
Grand Prix	26,219	18.84	16,978	12.20	44,227	31.78	24,117	17.33	N.A.	——	1,183	0.85
Pontiac	27,542	15.37	24,621	13.74	68,612	38.29	31,555	17.61	N.A.	——	3,835	2.14
VOLKSWAGEN	35,714	26.90	61,510	46.30	28,226	21.20	2,262	1.70	N.A.	——	N.A.	——
Total Cars,U.S.	2,859,457	30.60	1,192,666	12.76	2,377,241	25.44	1,574,672	16.85	N.A.	——	288,684	3.09

NOTE: Installation members are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp. 169,439 for American Motors and 132,822 for Volkswagen.

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Washington: Regulators and the industry learning to live with one another

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — There may be gloom in Detroit this year, but the beginning of the decade of the '80s could well be heralding a turning point in the industry's relationship with the government. An era of contentiousness may be ending, to be replaced by one of mutual understanding, if not cooperation.

Where industry and government once stood toe-to-toe each now appears willing to step back a bit and take another look at the situation.

The first inklings of this new tenor came late last year when newly appointed Secretary of Transportation Neil Goldschmidt went to Detroit to tell the auto makers that he was dropping his predecessors' plans to "reinvent the car" in favor of a joint government-industry research effort in automotive propulsion technology.

Then came the Chrysler Corp.'s crises, Ford Motor Co.'s record losses in the U.S. and GM's declining financial position. Suddenly a Congress only recently scornful turned concerned and by spring there was even talk in Congress of protecting Detroit from the wave of fuel-efficient Japanese models pouring over the shoreline.

At the EPA tough new particulate emissions regulations that might have meant the end for the fuel-efficient diesel engine were being delayed and waivers from stringent oxides of nitrogen standards were also being handed out.

At NHTSA, a decision was being made to postpone for the time being new fuel economy standards for 1983 and later model year trucks and to set 1982 standards for the vehicles at levels that had originally been considered for 1981.

And in Detroit the auto makers eased up somewhat in their criticism of government regulations, with GM President Pete Estes even going so far as to say his company would probably beat the 1985 fuel economy standard of 27.5 MPG.

FUEL ECONOMY STANDARDS

Passenger cars have the following average fuel economy standards:

1978—18 MPG, 1979—19 MPG, 1980—20 MPG, 1981—22 MPG, 1982—24 MPG, 1983—26 MPG, 1984—27 MPG, 1985—27.5 MPG.

The automakers have petitioned the agency to change the fuel economy standard for 1981 to 1984 from a 2 MPG progression to a 1 MPG progression.

Light trucks and vans have the following average fuel economy standards:

1981—16.7 MPG for two - wheel drive vehicles, 15.0 MPG for four-wheel drive vehicles.

1982—18 MPG for two-wheel drive vehicles. 16 MPG for four-wheel drive vehicles.

The NHTSA is now at work developing fuel economy standards for the 1982-86 model years. The 1982-84 MPG proposal is expected this summer. The 1984-86 MPG proposals not until next year.

Any standard for '86 through '88 models will be proposed in March, 1982, and set in August, 1982.

Proposed standards for '86-'88 models may be proposed March, 1981 with the final rule by August, 1981.

EMISSION STANDARDS

The new emission standards for passenger cars, as established by August, 1977, amendments to the Clean Air law, are as follows:

Model Year	Hydro-carbons	Carbon Monoxide	Nitrogen Oxides
1978-79	1.5	15	2.0
1980	0.41	7	2.0
1981 and beyond	0.41	3.4*	1.0**

* Can be waived by EPA Administrator to 7.0.
** Can be waived by EPA Administrator to 1.5 for innovative technology.

Several domestic and foreign makers, most notably Chrysler Corp., have received two-year waivers from the 1981 CO standard. Several other makers, including GM with a request for a variable-displacement V-8 for its Cadillacs are awaiting decisions.

General Motors, Mercedes-Benz and Volvo have received two year waivers from the 1.0 NOx standard for their diesels. Peugeot and Volkswagen, both of whom were denied waivers for their diesels, have repetitioned the agency.

The EPA has established particulate emission standards for light duty diesel engines that will require them to emit not more than 0.6 grams per mile by the 1982 model year and no more than 0.2 gpm by the 1985 model year.

The law keeps 0.4 NOx as a research goal. EPA is to report to Congress by July 1, 1980 on the need for a 0.4 NOx standard to protect health and the cost and technology capable of meeting 0.4 NOx.

EPA is authorized to grant California a waiver from federal preemption for a set of standards which "in the aggregate" protect public health and welfare as well as the federal standards.

EPA has proposed voluntary high-altitude emission standards for 1981 models and mandatory ones for 1982 and 1983. The 1982-83 standard would be 0.57 HC/7.8 CO/1.0 NOx. Light trucks would need to meet standards of 2 HC/26 CO/2.3 NOx in 1982 and 1 HC/14 CO and a NOx standard to be set when EPA finalizes its 1983 light truck low-altitude emission standards. In 1984 all vehicles must meet the low-altitude standards regardless of what altitude they are sold or operated at.

EPA is required to set maintenance instruction regulations for owners manuals.

If EPA sets regulations limiting emissions during vehicle refueling, then it must set fill pipe standards.

EPA must examine feasibility and desirability of on-board hydrocarbon control technology, comparing it with vapor recovery systems, and if feasible and desirable set regulations taking into account cost and leadtime.

Emission standards for light-duty trucks (8,500 GVWR) in 1979 and 1980 are 1.7 HC/18 CO/2.3 NOx. The proposed standards for 1981 and later were expected at press time. They would constitute a 90 percent reduction from the base levels.

EPA has proposed 1983 light-duty truck emission standards of 0.8 HC/10 CO/ and an unspecified NOx standard. It is also calling for an idle HC standard of 970 RPM HC and a 0.47 CO standard. The agency is also proposing to change the Selective Enforcement Audit pass fail ratio from 60/40 to 90/10 and change the useful life definition of light duty trucks from 5 years/50,000 miles to either the first engine rebuild or scrap of the engine.

EPA has finalized its 1984 and later model year heavy-duty vehicle emission standards to require that they meet standards of 1.3 grams/BHP-hr HC, 15.5 g/BHP-hr CO, and 10.7 g/BHP-hr NOx under a new transient test procedure. They must also meet an idle CO standard of 0.47 percent. Heavy duty diesel engines need not meet these standards until 1985 but if they so decide they must meet standards of 0.5 g/BHP-hr 15.5 g/BHP-hr CO and 9.0 g/BHP-hr NOx in 1984 using the current 13-mode steady state procedures. Normally aspirated diesel will have to eliminate all crankcase emissions by 1984. Turbocharged models would not. The SEA pass fail rate has been changed from 60/40 to 90/10 and the useful life definition has been changed to the first engine rebuild or retirement. A heavy-duty engine particulate standard is now being drafted and will be applied in the 1985 model year. MVMA, Chrysler, Ford and GM have now sued to prevent the EPA from enforcing these heavy duty emissions regulations.

SAFETY STANDARDS

Standard 101—control location, identification and illumination.
Standard 102—transmission shift lever sequence, starter interlock, and transmission braking effect.
Standard 103—windshield defrosting and defogging systems.
Standard 104—windshield wiping and washing systems.
Standard 105-75—hydraulic brake systems.
Standard 106—hydraulic brake hoses.
Standard 107—reflecting surfaces.
Standard 108—lamps, reflective devices and associated equipment.
Standard 109—new pneumatic tire for passenger cars.
Standard 110—tire selection and rims for passenger cars.
Standard 111—rearview mirrors.
Standard 112—headlamp concealment devices.
Standard 113—hood latch systems.
Standard 114—theft protection.
Standard 115—vehicle identification number.
Standard 116—hydraulic brake fluids.
Standard 117—retreaded pneumatic tires for passenger cars.
Standard 118—power operated windows.
Standard 119—new pneumatic tires for other than passenger cars.
Standard 120—tire selection and rims for vehicles other than passenger cars.
Standard 121—airbrake systems for trucks buses, and trailers.
—Standard 121 is in litigation.
Standard 122—motorcycle brake systems.
Standard 123—motorcycle controls and displays.
Standard 124—accelerator control systems.
Standard 125—warning devices.
Standard 126—truck-camper loading.
Standard 130—airbrake systems for trucks, buses, and trailers. Courts voided the anti-lock provisions of this standard, previously known as Standard 121.
Standard 201—occupant protection in interior impact.
Standard 202—head restraints.
Standard 203—impact protection for driver from steering control system.
Standard 204—steering control rearward displacement.
Standard 205—glazing materials.
Standard 206—door locks and door retention compartments.
Standard 207—seating systems.
Standard 208—Occupant crash protection. This standard requires that by 1982 full size passenger cars must be fitted with either an air cushion system or a passive belt system. By the 1983 model year intermediate size passenger cars must be fitted with either of the restraints and by the 1983 model year all new passenger cars must be fitted with passive restraint systems. The U. S. District Court of Appeals recently upheld the standard but an appeal to the Supreme Court is expected to be made.
Standard 209—seat-belt assemblies.
Standard 210—seat-belt assembly anchorages.
Standard 211—wheel nuts, wheel discs and hub caps.
Standard 212—windshield mounting.
Standard 213—child seating systems.
Standard 214—side door strength.
Standard 215—exterior protection. (Manufacturers have the option of meeting safety standard 215 or the new property damage standard issued under Title I of the 1972 Motor Vehicle Information and Cost Savings Act, until September 1, 1978. The "no-damage" standard to become effective September 1, 1979 allows only limited damage to the bumper face bar).
Standard 216—roof crash resistance.
Standard 217—bus window retention and release.
Standard 218—motorcycle helmets.
Standard 219—windshield zone intrusion.
Standard 220—school bus rollover protection.
Standard 221—school bus body joint strength.
Standard 222—school bus passenger seating.

Standard 301—fuel system integrity.
Standard 302—flammability of interior materials.

The NHTSA five-year plan sets priorities for safety: Side impact protection; extending passenger car standards to cover light trucks, van, and multipurpose passenger vehicles; reducing pedestrian fatalities; upgrading brakes on all vehicles. Although the plan will be updated periodically, the present program calls for consolidating all occupant protection standards, with testing at various speeds, and a new test dummy. Plans also call for extending passive protection to all vehicles under 10,000 GVWR except motorcycles.

NHTSA also has under active consideration: Elimination of exterior protrusions; truck underride; tire traction and low pressure warning for tires; direct field of view and upgrading of rearview mirrors; rear lighting and signalling; brake inspectability, and dynamic testing for active seatbelts.

NHTSA has adopted a change to its side-impact protection standard that will allow manufacturers to leave the front seats in the car when testing for crush resistance. It rejected a petition from Fiat to establish a rust standard.

Standards 201, 203 and 205 have been extended to light trucks and vans and there is talk of extending the passive restraint standard (208) also.

EPA mileage figures for '80 models

TWO-SEATERS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. or fuel inject.
25	Fiat X1/9	91	M5	2
22	Fiat Spider 2000	122	M5	2
22	Triumph Spitfire	91	M4 (OD)	1
21	Datsun 280ZX	168	M5	FI
21	Fiat Spider 2000	122	A3	2
21	Triumph Spitfire	91	M4	1
21	Triumph TR	122	M5	2
20	Datsun 280ZX	168	A3	FI
19	Datsun 280ZX	168	A3	FI
19	Porsche 924 Turbo	121	M5	FI
17	Mazda RX-7	70	M5	4
16	Mazda RX-7	70	A3	4
16	Mazda RX-7	70	M4	4
16	MG MGB	110	M4	1
16	MG MGB	110	M4 (OD)	1
14	Chevrolet Corvette	350	A3	4
14	Triumph TR	215	M5	2

MINICOMPACTS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. or fuel inject.
36	Honda Civic	91	M5	3
35	Honda Civic	91	M4	3
30	Renault Le Car	85	M4	2
29	Dodge Celeste	98	A3	2
29	Dodge Celeste	98	M5	2
29	Honda Civic	91	S2	3
29	Plymouth Arrow	98	M5	2
29	Plymouth Arrow	98	A3	2
24	Ford Pinto	140	M4	2
24	Mercury Bobcat	140	M4	2
23	Dodge Celeste	156	A3	2
23	Plymouth Arrow	156	A3	2
22	Dodge Celeste	156	M5	2
22	Ford Pinto	140	A3	2
22	Mercury Bobcat	140	A3	2
22	Plymouth Arrow	156	M5	2

SUBCOMPACTS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. or fuel inject.
42	VW Rabbit Diesel	90	M5	FI
40	VW Rabbit Diesel	90	M4	FI
37	Dodge Colt	86	M4	2
37	Plymouth Champ	86	M4	2
36	VW Dasher Diesel	90	M4	FI
35	Dodge Colt	86	M4x2	2
35	Plymouth Champ	86	M4x2	2
33	Dodge Colt	98	M4x2	2
33	Plymouth Champ	98	M4x4	2
33	Toyota Tercel	89	M4	2
31	Datsun 210	75	M4	2
31	Datsun 210	85	M4	2
31	Datsun 210	85	M5	2
31	Datsun 310	85	M4	2
31	Datsun 310	85	M5	2
31	Datsun 510	119	M5	2
31	Toyota Tercel	89	M5	2
30	Datsun 510	119(CA)	M5	2
30	Datsun 510	119	M4	2
30	Dodge Colt	98	A3	2
30	Mazda GLC	86(CA)	M5	2
30	Plymouth Champ	98	A3	2
29	Datsun 210	85(CA)	M4	2
29	Datsun 210	85(CA)	M5	2
29	Datsun 210	85(CA)	M4	2
29	Datsun 310	85(CA)	M5	2
29	Datsun 310	85(CA)	M4	2
29	Datsun 510	119(CA)	M4	2
29	Mazda GLC	86(CA)	M4	2
29	Toyota Tercel	89	A3	2
28	Datsun 200SX	119	M5	FI
28	Datsun 210	91	A3	2
28	Datsun 510	119	A3	2
28	Toyota Corolla	108	M4	2
27	Datsun 200SX	119(CA)	M5	FI
27	Datsun 510	119(CA)	A3	2
27	Mazda GLC	86	A3	2
27	Toyota Corolla	108	M5	2
26	Chev. Chevette	98	M4	2
26	Datsun 200SX	119	A3	FI
26	Datsun 210	91(CA)	A3	2
26	Toyota Corolla	108	A3	2
25	Chev. Chevette	98	A3	2
25	Datsun 200SX	119(CA)	A3	FI
25	VW Rabbitt	97	M5	FI
25	VW Scirocco	97	M5	FI
24	Chev. Monza	151	A3	2
24	Dodge Omni/ DeTomaso	105	A3	2
24	Mazda 626	120(CA)	A3	2
24	Mazda 626	120(CA)	M5	2
24	Mazda 626	120(CA)	M4	2
24	Olds. Starfire	151	A3	2
24	Plymouth Horizon/ Turismo	105	A3	2
24	Pontiac Sunbird	151	A3	2
24	VW Rabbit	97	M4	FI
24	VW Scirocco	97	M4	FI
23	Dodge Omni/ De Tomaso	105	M4	2
23	Ford Mustang	140	M4	2
23	Mercury Capri	140	M4	2
23	Plymouth Horizon/ Turismo	105	M4	2
23	Toyota Celica	134	M4	2
23	Toyota Corona	134	M4	2
23	VW Dasher	97	M4	FI
23	VW Rabbit	97	A3	FI
23	VW Scirocco	97	A3	FI
22	AMC Spirit	151	M4	2
22	Audi 4000	97	M4	FI
22	Chev. Monza	151	M4	2
22	Datsun 810	146(CA)	M5	FI
22	Dodge Challenger	156	A3	2
22	Fiat Brava	122	M5	2
22	Ford Mustang	140	A3	2
22	Mercury Capri	140	A3	2
22	Olds. Starfire	151	M4	2
22	Plymouth Sapporo	156	A3	2
22	Pontiac Sunbird	151	M4	2
22	VW Dasher	97	A3	FI
21	Datsun 280ZX 2+2	168	M5	FI
21	Datsun 810	146	M4	FI
21	Datsun 810	146(CA)	A3	FI
21	Datsun 810	146	A3	FI
21	Datsun 810	146(CA)	M4	FI
21	Datsun 810	146	M5	FI
21	Dodge Challenger	156	M5	2
21	Ford Mustang	200	M4	1
21	Mercury Capri	200	M4	1
21	Plymouth Sapporo	156	M5	2
21	Toyota Celica	134	M5	2
91	Toyota Celica Supra	156(CA)	A4	FI
21	Toyota Corona	134	M5	2
21	Toyota Cressida	156(CA)	A4	FI
20	AMC Spirit	151	A3	2
20	Chevrolet Camaro	229	M3	2
20	Datsun 280ZX 2+2	168(CA)	M5	FI
20	Datsun 280ZX 2+2	168	A3	FI
20	Fiat Brava	122	A3	2
20	Ford Mustang	200	A3	1
20	Mercury Capri	200	A3	1
20	Pontiac Firebird	231	A3	2
20	Pontiac Sunbird	231	A3	2
20	Toyota Celica	134	A3	2
20	Toyota Corona	134	A3	2
19	Buick Skyhawk	231	A3	2
19	Chevrolet Camaro	229	A3	2
19	Chevrolet Monza	231	A3	2
19	Datsun 280ZX 2+2	168	A3	FI
19	Olds. Starfire	231	A3	2
19	Toyota Celica Supra	156(CA)	M5	FI
18	AMC Spirit	258	M4	2
18	AMC Spirit	258	A3	2
18	Ford Mustang	225	A3	2
18	Mercury Capri	225	A3	2
17	Chevrolet Camaro	305	A3	4
16	Pontiac Firebird	301	A3	4
15	Buick Skyhawk	231	M4	2
15	Chevrolet Monza	231	M4	2
15	Olds. Starfire	231	M4	2
15	Pontiac Sunbird	231	M4	2
14	Chevrolet Camaro	350	A3	4
14	Pont. Firebird Turbo	301	A3	4

COMPACTS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. of fuel injec.
25	Fiat Strada	91	M5	2
24	Buick Skylark	151	M4	2
24	Fiat Strada	91	A3	2
24	Olds. Omega	151	M4	2
22	AMC Concord	151	M4	2
22	Buick Skylark	151	A3	2
22	Olds. Omega	151	A3	2
20	AMC Concord	151	A3	2
20	Buick Skylark	173	A3	2
20	Buick Skylark	173	M4	2
20	Olds. Omega	173	A3	2
20	Olds. Omega	173	M4	2
19	Ford Granada	250	M4	1
19	Mercury Monarch	250	M4	1
18	AMC Concord	258	A3	2
18	AMC Pacer	258	A3	2
17	AMC Concord	258	M4	2
17	AMC Pacer	258	M4	2
17	Audi 5000	131	A3	FI
17	Audi 5000	131	M5	FI
17	Ford Granada	302	A3	2
17	Ford Granada	250	A3	1
17	Mercury Monarch	302	A3	2
17	Mercury Monarch	250	A3	1
15	Lincoln Versailles	302	A3	2
10	Rolls-Royce Bentley Camargue	412	A3	2
10	Rolls-Royce Bentley	412	A3	2

MID-SIZE CARS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. of fuel injec.
24	Chev. Citation	151	M4	2
24	Pontiac Phoenix	151	M4	2
23	Ford Fairmont	140	M4	2
23	Mercury Zephyr	140	M4	2
22	Chev. Citation	151	A3	2
22	Ford Fairmont	140	A3	2
22	Mercury Zephyr	140	A3	2
21	Ford Fairmont	200	M4	1
21	Mercury Zephyr	200	M4	1
21	Pontiac Phoenix	151	A3	2
20	Buick Century	231	A3	2
20	Buick Regal	231	A3	2
20	Chev. Citation	173	A3	2
20	Chev. Citation	173	M4	2
20	Chev. Malibu	229	M3	2
20	Ford Fairmont	200	A3	1
20	Mercury Zephyr	200	A3	1
20	Olds. Cutlass	231	A3	2
20	Olds. Cutlass Sup.	231	A3	2
20	Pont. Grand Prix	231	A3	2
20	Pont. LeMans/ Grand Am	229	M3	2
20	Pontiac Phoenix	173	A3	2
20	Pontiac Phoenix	173	M4	2
19	Chev. Malibu	229	A3	2
19	Chev. Monte Carlo	229	A3	2
19	Olds. Cutlass	260	A3	2
19	Olds. Cutlass Sup.	260	A3	2
19	Pont. LeMans/ Grand Am	229	A3	2
18	Buick Century Turbo	231	A3	4
18	Buick Regal Turbo	231	A3	4
18	Chev. Monte Carlo Turbo	231	A3	4
18	Ford Fairmont	255	A3	2
18	Fird T-Bird	255	A3	2
18	Mercury Cougar XR7	255	A3	2
18	Mercury Zephyr	255	A3	2
17	Buick Century	301	A3	4
17	Buick Regal	301	A3	4
17	Chev. Malibu	305	A3	4
17	Chev. Malibu	267	A3	2
17	Chev. Monte Carlo	305	A3	4
17	Chev. Monte Carlo	267	A3	2
17	Chrys. Cordoba/300	225	A3	1
17	Chrysler LeBaron	225	A3	1
17	Dodge Aspen	225	M3	1
17	Dodge Aspen	225	A3	1
17	Dodge Aspen	225	M4	1
17	Dodge Diplomat	225	A3	1
17	Dodge Mirada	225	A3	1
17	Ford T-Bird	302	A3	2
17	Ford T-Bird	302	A4	2
17	Mercury Cougar XR7	302	A3	2
17	Mercury Cougar XR7	302	A4	2
17	Olds. Cutlass	305	A3	4
17	Olds. Cutlass Sup.	305	A3	4
17	Olds. Toronado	307	A3	4
17	Plymouth Volare	225	M3	1
17	Plymouth Volare	225	A3	1
17	Plymouth Volare	225	M4	1
17	Pont. Grand Prix	301	A3	4
17	Pont. LeMans/ Grand Am	301	A3	4
16	Buick Riviera Turbo	231	A3	4
15	Buick Riviera	350	A3	4
15	Chrys. Cordoba/300	318	A3	2
15	Chrysler LeBaron	318	A3	2
15	Dodge Aspen	318	A3	2
15	Dodge Diplomat	318	A3	2
15	Dodge Mirada	318	A3	2
15	Olds. Cutlass Sup.	350	A3	4
15	Olds. Toronado	350	A3	4
15	Plymouth Volare	318	A3	2
14	Cadillac Eldorado	368	A3	FI
14	Cadillac Seville	368	A3	FI
14	Chevrolet Malibu	350	A3	4

LARGE CARS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. of fuel injec.
18	Buick LeSabre	231	A3	2
18	Chev. Impala/ Caprice	229	A3	2
18	Olds. Delta 88	231	A3	2
18	Pont. Cat./Bonne.	231	A3	2
17	Buick Electra	252	A3	4
17	Buick LeSabre	252	A3	4
17	Chev. Impala/ Caprice	267	A3	2
17	Chev. Impala/ Caprice	305	A3	4
17	Ford LTD	302	A3	2
17	Mercury Marquis	302	A3	2
17	Olds. Delta 88	307	A3	4
17	Olds. Ninety-Eight	307	A3	4
16	Buick LeSabre	301	A3	4
16	Buick LeSabre Turbo	231	A3	4
16	Chrys. Newport/ New Yorker	225	A3	1
16	Dodge St. Regis	225	A3	1
16	Ford LTD	351	A4	2
16	Ford LTD	351	A3	2
16	Mercury Marquis	351	A4	2
16	Mercury Marquis	351	A3	2
16	Plym. Gran Fury	225	A3	1
16	Pont. Cat./Bonne.	301	A3	4
15	Buick Electra	350	A3	4
15	Cadillac deVille/ Brougham	368	A3	4
15	Chrysler Newport/ New Yorker	318	A3	2
15	Dodge St. Regis	318	A3	2
15	Lincoln Cont.	351	A4	2
15	Lincoln Cont. Mk. VI	351	A4	2
15	Olds. Delta 88	350	A3	4
15	Olds. Ninety-Eight	350	A3	4
15	Plym. Gran Fury	318	A3	2
14	Chev. Impala/ Caprice	350	A3	4
14	Chrysler Newport/ New Yorker	360	A3	2
14	Dodge St. Regis	360	A3	2
14	Plym. Gran Fury	360	A3	2

SMALL STATION WAGONS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
36	VW Dasher Diesel	90	M4	FI
31	Datsun 210	85	M4	2
31	Datsun 210	85	M5	2
31	Honda Civic	91	M5	3
30	Datsun 510	119	M4	2
30	Mazda GLC	86(CA)	M5	2
29	Datsun 210	85(CA)	M4	2
29	Datsun 210	85(CA)	M5	2
29	Datsun 510	119(CA)	M4	2
29	Mazda GLC	86(CA)	M4	2
28	Datsun 210	91	A3	2
28	Datsun 510	119	A3	2
28	Honda Civic	91	S2	3
28	Toyota Corolla	108	M4	2
27	Datsun 510	119(CA)	A3	2
27	Toyota Corolla	108	M5	2
26	Datsun 210	91(CA)	A3	2
26	Mazda GLC	86	A3	2
26	Toyota Corolla	108	A3	2
23	Ford Pinto	140	M4	2
23	Mercury Bobcat	140	M4	2
23	VW Dasher	97	M4	FI
22	AMC Concord	151	M4	2
22	Dodge Colt	156	A3	2
22	Ford Pinto	140	A3	2
22	Mercury Bobcat	140	A3	2
22	Plymouth Lancer	156	A3	2
22	VW Dasher	97	A3	FI
21	Datsun 810	146(CA)	A3	FI
21	Datsun 810	146	A3	FI
21	Datsun 810	146(CA)	M4	FI
21	Datsun 810	146	M4	FI
21	Dodge Colt	156	M5	2
21	Fiat Brava	122	M5	2
21	Plymouth Lancer	156	M5	2
21	Toyota Corona	134	M5	2
21	Toyota Cressida	156(CA)	A4	FI
20	AMC Concord	151	A3	2
20	Fiat Brava	122	A3	2
20	Toyota Corona	134	A3	2
18	AMC Concord	258	A3	2
18	AMC Pacer	258	A3	2
17	AMC Concord	258	M4	2
17	AMC Pacer	258	M4	2

MID-SIZE STATION WAGONS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
23	Ford Fairmont	140	M4	2
23	Mercury Zephyr	140	M4	2
21	Ford Fairmont	200	M4	1
21	Mercury Zephyr	200	M4	1
20	Buick Century	231	A3	2
20	Chev. Malibu	229	M3	2
20	Ford Fairmont	200	A3	1
20	Mercury Zephyr	200	A3	1
20	Olds. Cutlass	231	A3	2
19	Chevrolet Malibu	229	A3	2
19	Pont. LeMans Safari	229	A3	2
17	Chev. Malibu	305	A3	4
17	Chev. Malibu	267	A3	2
17	Olds. Cutlass	260	A3	2
17	Olds. Cutlass	305	A3	4
16	Buick Century	301	A3	4
16	Chrysler LeBaron	225	A3	1
16	Dodge Aspen	225	M3	1
16	Dodge Aspen	225	A3	1
16	Dodge Aspen	225	M4	1
16	Dodge Diplomat	225	A3	1
16	Plymouth Volare	225	M3	1
16	Plymouth Volare	225	A3	1
16	Plymouth Volare	225	M4	1
16	Pont. LeMans Safari	301	A3	4
15	Chrysler LeBaron	318	A3	2
15	Dodge Aspen	318	A3	2
15	Dodge Diplomat	318	A3	2
15	Plymouth Volare	318	A3	2

LARGE STATION WAGONS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
17	Ford LTD	302	A3	2
17	Mercury Marquis	302	A3	2
16	Chevrolet Impala/ Caprice	267	A3	2
15	Buick Estate	350	A3	4
15	Chevrolet Impala/ Caprice	305	A3	4
15	Ford LTD	351	A4	2
15	Ford LTD	351	A3	2
15	Mercury Marquis	351	A4	2
15	Mercury Marquis	351	A3	2
15	Olds. Cus. Cruiser	307	A3	4
15	Olds. Cus. Cruiser	350	A3	4
15	Pont. Cat./Bonne.	350	A3	4

SMALL PICKUPS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
27	Ford Courier	120	M4	2
27	Ford Courier	120	M5	2
27	Mazda B2000	120	M5	2
27	Mazda B2000	120	M4	2
25	Chevrolet LUV	111	M4	2
25	Datsun	119	M5	2
24	Datsun	119	A3	2
24	Datsun	119	M4	2
23	Datsun	119(CA)	M5	2
23	Volkswagen	97	M5	FI
23	Volkswagen	97	M4	FI
22	Chevrolet LUV	111	A3	2
22	Chevrolet LUV	111	M4	2
22	Datsun	119(CA)	A3	2
22	Datsun	119(CA)	M4	2
22	Dodge D50	122	M4	2
22	Dodge D50	122	A3	2
22	Dodge D50	156	M5	2
22	Dodge D50	156	A3	2
22	Ford Courier	140	M4	2
22	Ford Courier	140	M5	2
22	Plymouth Arrow	156	M5	2
22	Plymouth Arrow	122	A3	2
22	Plymouth Aroow	156	A3	2
22	Plymouth Arrow	122	M4	2
21	Toyota	134	A3	2
21	Toyota	134	M4	2
21	Volkswagen	97	A3	FI
20	Ford Courier	140	A3	2
20	Toyota	134	M5	2
18	Toyota	134	M4	2

STANDARD PICKUPS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
21	Toyota ¾ ton	134	M4	2
20	Chev. El Camino	229	M3	2
20	GMC Caballero	229	M3	2
19	Ford F100-F150	300	M4	1
18	Chevrolet C10	250(CA)	M3/M4C	2
18	Chev. El Camino	229	A3	2
18	Ford F100/F150	300(CA)	A3	1
18	Ford F100/F150	300	M3	1
18	Ford F250	300	M3/M4C	1
18	GMC Caballero	229	A3	2
18	GMC C15	250(CA)	M3/M4C	2
17	Chev. El Camino	267	A3	2
17	Dodge D150	225	A3	1
17	Dodge D150	225	M4C	1
17	Dodge D200	225	M4C	1
17	Dodge D200	225	A3	1
17	Ford F250	300(CA)	A3	1
17	GMC Caballero	267	A3	2
16	Chevrolet C10	305	A3	2
16	Chevrolet C10	250(CA)	A3	2
16	Chevrolet C10	305	M3	2
16	Chev. El Camino	305	A3	4
16	Chevrolet K10	250	M3/M4C	2
16	Dodge D150	225	M4	1
16	Dodge W150 4WD	225	M4C	1
16	Ford F100/F150	302	M4	2
16	Ford F100/F150	302	A3	2
16	Ford F100/F150	302	M3	2
16	Ford F250	302	M3/M4C	2
16	Ford F250	302	M4	2
16	GMC Caballero	305	A3	4
16	GMC C-15	305	A3	2
16	GMC C15	250(CA)	A3	2
16	GMC C15	305	M3	2
16	GMC K15 4WD	250	M3/M4C	2
16	International Terra 4WD	196(CA)	M3/M4C	1
15	Chevrolet C10	350	M3/M4C	4
15	Chevrolet C20	250(CA)	M3/M4C	2
15	Chevrolet K10 4WD	250	A3	2
15	Ford F150 4WD	300	M4C	1
15	Ford F150 4WD	302	M4C	2
15	Ford F150 4WD	302	A3	2
15	Ford F250	302	A3	2
15	Ford F250 4WD	300	M4C	1
15	Ford F250 4WD	302	A3	2
15	GMC C15	350	M3/M4C	4
15	GMC C25	250(CA)	M3/M4C	2
15	GMC K15 4WD	250	A3	2
15	International Terra 4WD	196(CA)	M4	1
15	Jeep J10 4WD	258	M4	2
14	Chevrolet C10	350	A3	4
14	Chevrolet C20	250(CA)	A3	2
14	Chevrolet C20	350	M3/M4C	4
14	Chevrolet K10 4WD	350(CA)	M3/M4C	4
14	Ford F250 4WD	302	M4C	2
14	GMC C15	350	A3	4
14	GMC C25	250(CA)	A3	2
14	GMC C25	350	M3/M4C	4
14	GMC K15 4WD	350(CA)	M3/M4C	4
14	Jeep J10 4WD	258	A3	2
13	Chevrolet C20	350	A3	4
13	Chevrolet K10 4WD	350(CA)	A3	4
13	Chevrolet K20 4WD	350(CA)	M3/M4C	4
13	Dodge W150 4WD	318	A3	2
13	Dodge W150 4WD	318	M4C	2
13	Dodge W200 4WD	318	A3	2
13	Dodge W200 4WD	318	M4C	2
13	Ford F100/F150	351(CA)	A3	2
13	Ford F150 4WD	351(CA)	A3	2
13	Ford F250	351(CA)	A3	2
13	GMC C25	350	A3	4
13	GMC K15 4WD	350(CA)	A3	4
13	GMC K25 4WD	350(CA)	M3/M4C	4
13	International Terra 4WD	304(CA)	M3/M4C	2
13	International Terra 4WD	345(CA)	A3	4
13	International Terra 4WD	345(CA)	M3/M4C	4
13	International Terra 4WD	345(CA)	M4	4
12	Chevrolet K20 4WD	350(CA)	A3	4
12	Dodge W150 4WD	360	A3	4
12	Dodge W150 4WD	360	M4C	4
12	Dodge W200 4WD	360	M4C	4
12	Ford F100/F150	351(CA)	M3/M4C	2
12	Ford F100/F150	351(CA)	M4	2
12	Ford F150 4WD	351(CA)	M4C	2
12	Ford F250	351(CA)	M4C	2
12	Ford F250	351(CA)	M4	2
12	Ford F250 4WD	351(CA)	A3	2
12	Ford F250 4WD	400(CA)	A3	2
12	Ford F250 4WD	351(CA)	M4C	2
12	GMC K25 4WD	350(CA)	A3	4
12	International Terra 4WD	304(CA)	A3	2
12	International Terra 4WD	304(CA)	M4	2
12	Jeep J10 4WD	360	A3	2
12	Jeep J20 4WD	360	A3	2
11	Dodge W200 4WD	360	A3	4
11	Jeep J10 4WD	360	M4	2
11	Jeep J20 4WD	360	M4	2

VANS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
18	Ford	300	M4	1
17	Chevrolet G10/G20	250(CA)	M3	2
17	Dodge B100/200 Sportman	225	A3	1
17	Dodge B100/B200	225	A3	1
17	Ford	300	M3	1
17	GMC G15/G25	250(CA)	M3	2
17	Plymouth PB100/200 Voyager	225	A3	1
16	Chevrolet G10/G20 Sportvan	305	A3	2
16	Chevrolet G10/G20 Sportvan	305	M3	2
16	Chevrolet G10/G20	250(CA)	A3	2
16	Chevrolet G10/G20	305	A3	2
16	Dodge B100/200 Sportman	225	M4	1
16	Dodge B100/B200	225	M4	1
16	Ford	300(CA)	A3	1
16	GMC G15/G25 Sportvan	305	A3	2
16	GMC G15/G25 Sportvan	305	M3	2
16	GMC G15/G25	250(CA)	A3	2
16	GMC G15/G25	305	A3	2
16	Plymouth PB100/200 Voyager	225	M4	1
15	Chevrolet G10/G20 Sportvan	250(CA)	M3	2
15	Chevrolet G10/G20	350	M3	4
15	Chevrolet G10/G20	305	M3	2
15	Ford	302	M4	2
15	GMC G15/G25 Sportvan	250(CA)	M3	2
15	GMC G15/G25	350	M3	4
15	GMC G15/G25	305	M3	2
14	Chevrolet G10/G20 Sportvan	250(CA)	A3	2
14	Chevrolet G10/G20 Sportvan	350	M3	4
14	Chevrolet G10/G20	350	A3	4
14	Ford	302	A3	2
14	Ford	302	M3	2
14	GMC G15/G25 Sportvan	250(CA)	A3	2
14	GMC G15/G25 Sportvan	350	M3	4
14	GMC G15/G25	350	A3	4
13	Chevrolet G10/G20 Sportvan	350	A3	4
13	Ford	351(CA)	A3	2
13	GMC G15/G25 Sportvan	350	A3	4
12	Chevrolet G10/G20 Sportvan	400	A3	4
12	Chevrolet G10/G20	400	A3	4
12	Ford	351(CA)	A3	2
12	GMC G15/G25 Sportvan	400	A3	4
12	GMC G15/G25	400	A3	4
11	Ford	400(CA)	A3	2

SPECIAL PURPOSE VEHICLES

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
21	Jeep C-J 5/7 4WD	151	M4	2
20	Chev. LUV cab chas.	111(CA)	M4	2
19	Chev. LUV cab chas.	111(CA)	A3	2
17	Dodge AD100 Ram	225	A3	1
17	Ford Courier cab C	140(CA)	M4	2
17	Plym. PD100 Trldstr.	225	A3	1
16	AMC Eagle 4WD	258	A3	2
16	Chev. C10 Blazer	305	A3	2
16	Chev. C10 Blazer	305	M3	2
16	GMC C15 Jimmy	305	A3	2
16	GMC C15 Jimmy	305	M3	2
16	Intl. Harv. Scout II	196(CA)	M3	1
16	Intl. Harv. Sout II 4WD	196(CA)	M3/M4C	1
16	Intl. Harv. SS II 4WD	196(CA)	M3/M4C	1
16	Jeep CJ-5/7 4WD	258	A3	2
16	Toyota Cab. Chas.	134(CA)	M4	2
15	Chev. C10 Blazer	250(CA)	M3	2
15	Datsun Cab Chas.	119(CA)	M4	2
15	Datsun Cab Chas.	119	M4	2
15	Ford Bronco 4WD	300	M4C	1
15	Ford Bronco 4WD	302	A3	2
15	GMC C15 Jimmy	250(CA)	M3	2
15	Intl. Harv. Scout II	196(CA)	M4	1
15	Intl. Harv. Scout II FWD	196(CA)	M4	1
15	Intl. Harv. SS II 4WD	196(CA)	M4	1
15	Jeep Cherokee/ Wagoneer 4WD	258	A3	2
15	Jeep Cherokee/ Wagoneer 4WD	258	M4	2
15	Jeep CJ-5/7 4WD	258	M4	2
14	Chev. C10 Blazer	250(CA)	A3	2
14	Chev. C10 Blazer	350	M43	4
14	Chev. K10 Blaz. 4WD	250	A3	2
14	Chev. K10 Blaz. 4WD	250	M3/M4C	2
14	Ford Bronco 4WD	302	M4C	2
14	GMC C15 Jimmy	350	M4C	4
14	GMC C15 Jimmy	250(CA)	A3	2
14	GMC K15 Jimmy 4WD	250	A3	2
14	GMC K15 Jimmy 4WD	250	M3/M4C	2
14	Intl. Harv. Scout II	345(CA)	A3	4
14	Intl. Harv. SS II 4WD	345(CA)	A3	4
14	Jeep CJ-5/7 4WD	304	M4	2
14	Jeep CJ-5/7 4WD	304	A3	2
13	Chev. C10 Blazer	350	A3	4
13	Chev. C10 Sub.	350(CA)	M3/M4C	4
13	Chev. K10 Blaz. 4WD	350(CA)	A3	4
13	Chev. K10 Blaz. 4WD	350(CA)	M4C	4
13	Dodge AW100 Ramcharger 4WD	318	A3	2
13	Dodge AW100 Ramcharger 4WD	318	M4C	2
13	GMC C15 Jimmy	350	A3	4
13	GMC C15 Sub.	350(CA)	M3/M4C	4
13	GMC K15 Jimmy 4WD	350(CA)	M4C	4
13	GMC K15 Jimmy 4WD	350(CA)	A3	4
13	Intl. Scout II	304(CA)	A3	2
13	Intl. Scout II	345(CA)	M4	4
13	Intl. Scout II	304(CA)	M3	2
13	Intl. Scout II	345(CA)	M3	4
13	Intl. Scout II 4WD	345(CA)	M4	4
13	Intl. Scout II 4WD	304(CA)	M3/M4C	2
13	Intl. Scout II 4WD	345(CA)	A3	4
13	Intl. Scout II 4WD	345(CA)	M3/M4C	4
13	Intl. SS II 4WD	345(CA)	M4C	4
13	Intl. SS II 4WD	304(CA)	A3	2
13	Intl. SS II 4WD	345(CA)	M4	4
13	Intl. SS II 4WD	304(CA)	M4C	2
13	Intl. Traveler	304(CA)	A3	2
13	Intl. Traveler	345(CA)	M4	4
13	Intl. Traveler	345(CA)	A3	4
13	Intl. Traveler 4WD	345(CA)	A3	4
13	Intl. Traveler 4WD	345(CA)	M4	4
13	Plymouth PW100 Trldstr. 4WD	318	A3	2
13	Plymouth PW100 Trldstr. 4WD	318	M4C	2
12	Chev. C10 Sub.	350(CA)	A3	4
12	Chev. C20 Sub.	350(CA)	A3	4
12	Chev. K10 Sub.	350(CA)	A3	4
12	Dodge AW100 Ramcharger 4WD	360	M4C	4
12	Ford Bronco 4WD	351(CA)	A3	2
12	Ford Bronco 4WD	351(CA)	M4C	2
12	GMC C15 Sub.	350(CA)	A3	4
12	GMC C25 Sub.	350(CA)	A3	4
12	GMC K15 Sub. 4WD	350(CA)	A3	4
12	Intl. Scout II	304(CA)	M4	2
12	Intl. Scout II 4WD	304(CA)	M4	2
12	Intl. Scout II 4WD	304(CA)	A3	2
12	Intl. SS II 4WD	304(CA)	M4	2
12	Intl. Traveler	304(CA)	M4	2
12	Intl. Traveler 4WD	304(CA)	A3	2
12	Intl. Traveler 4WD	304(CA)	M4	2
12	Jeep Cherokee/ Wagoneer 4WD	360	A3	2
12	Plymouth JW100 Trldstr. 4WD	360	M4C	4
12	Toyota Land Cruiser Wagon 4WD	258	M4	2
12	Toyota Land Cruiser 4WD	258	M4	2
11	Chev. Cab Chas.	350(CA)	A3	4
11	Dodge AW100 Ramcharger 4WD	360	A3	4
11	Ford F250 Cab Chas.	351(CA)	A3	2
11	GMC Cab Chas.	350(CA)	A3	4
11	Jeep Cherokee/ Wagoneer 4WD	360	M4	2
11	Plymouth PW100 Trldstr. 4WD	360	A3	4
10	Chev. Cab Chas.	350(CA)	M4C	4
10	GMC Cab Chas.	350(CA)	M4C	4

CA—Vehicles for sale in California as well as the rest of the states. Some vehicles certified for sale only in California are not listed in the above table.

Product Data

Market class categories listed

Following are the AUTOMOTIVE NEWS market class categories and the 1980 U. S.-built cars in each segment:

Subcompact—AMC Spirit, Plymouth Horizon, Dodge Omni, Ford Pinto, Mercury Bobcat, Buick Skyhawk, Chevrolet Chevette and Monza, Olds Starfire, Pontiac Sunbird and VW Rabbit.

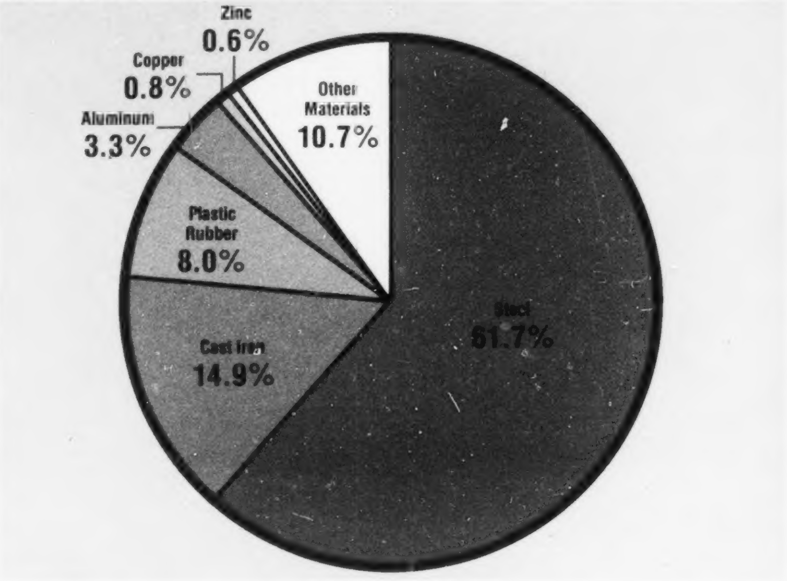
Compact—AMC Concord and Eagle, Plymouth Volare, Dodge Aspen, Ford Fairmont and Mustang, Mercury Zephyr and Capri, Buick Skylark, Chevrolet Citation and Camaro, Olds Omega and Pontiac Phoenix and Firebird.

Intermediate—Chrysler LeBaron and Cordoba, Dodge Diplomat and Mirada, Ford Granada and Thunderbird, Mercury Monarch and Cougar XR-7, Buick Century and Regal, Chevrolet Malibu and Monte Carlo, Olds Cutlass and Supreme and Pontiac LeMans and Grand Prix.

Standard — Chrysler, Plymouth Gran Fury, Dodge St. Regis, Ford, Mercury, Buick LeSabre and Electra, Chevrolet, Olds 88 and 98 and Pontiac.

Luxury—Lincoln Versailles, Continental and Mark VI, Cadillac and Cadillac Seville and Eldorado, Buick Riviera, Chevrolet Corvette and Olds Toronado.

MATERIALS IN AVERAGE CAR



1980 MODELS—BY MAKE

	4-dr. Models	2-dr. Models	4-dr. Wagons	2-dr. Wagons	1980 Totals	(Final 1979 Totals)
AMERICAN MOTORS	5	12	5	0	22	(22)
AMX	0	1	0	0	1	(1)
Concord	3	3	3	0	9	(11)
Eagle	2	2	2	0	6	(0)
Pacer	0	0	0	0	0	(4)
Spirit	0	6	0	0	6	(6)
CHRYSLER CORP.	18	18	6	0	42	(29)
Chrysler (Std.)	2	0	0	0	2	(2)
Cordoba	0	3	0	0	3	(1)
LeBaron	4	3	2	0	9	(7)
Dodge (Std.)	1	0	0	0	1	(1)
Aspen	2	2	1	0	5	(3)
Diplomat	3	4	2	0	9	(7)
Magnum XE	0	0	0	0	0	(1)
Mirada	0	2	0	0	2	(0)
Omni	1	1	0	0	2	(2)
Plymouth (Std.)	2	0	0	0	2	(0)
Horizon	1	1	0	0	2	(2)
Volare	2	2	1	0	5	(3)
FORD MOTOR CO.	17	30	7	5	59	(60)
Ford (Std.)	3	2	3	0	8	(6)
Fairmont	2	2	1	0	5	(4)
Granada	3	3	0	0	6	(6)
LTD II	0	0	0	0	0	(6)
Mustang	0	4	0	0	4	(4)
Pinto	0	3	0	3	6	(4)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	1	1	0	0	2	(3)
Mark VI	2	2	0	0	4	(2)
Versailles	1	0	0	0	1	(1)
Mercury (Std.)	3	3	2	0	8	(8)
Bobcat	0	1	0	2	3	(2)
Capri	0	2	0	0	2	(2)
Cougar	0	0	0	0	0	(2)
Cougar XR-7	0	1	0	0	1	(1)
Monarch	1	1	0	0	2	(2)
Zephyr	1	2	1	0	4	(4)
GENERAL MOTORS	37	69	17	0	123	(152)
Buick	4	5	2	0	11	(12)
Century	2	2	2	0	6	(8)
Skyhawk	0	0	0	0	0	(2)
Skylark ('79 model)	0	0	0	0	0	(6)
*Skylark ('80 model)	3	3	0	0	6	(6)
Regal	0	3	0	0	3	(3)
Riviera	0	2	0	0	2	(2)
Cadillac (Std.)	4	1	0	0	5	(5)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	3	4	0	9	(10)
Camaro	0	4	0	0	4	(4)
Chevette	1	2	0	0	3	(3)
*Citation ('80 model)	1	3	0	0	4	(4)
Corvette	0	1	0	0	1	(1)
Malibu	2	3	2	0	7	(7)
Monte Carlo	0	2	0	0	2	(2)
Monza	0	3	0	0	3	(4)
Nova ('79 model)	0	0	0	0	0	(5)
Oldsmobile (Std.)	5	4	1	0	10	(9)
Cutlass	3	2	2	0	7	(6)
Cutlass Supreme	0	3	0	0	3	(3)
Omega ('79 model)	0	0	0	0	0	(5)
*Omega ('80 model)	2	2	0	0	4	(4)
Starfire	0	0	0	0	0	(2)
Toronado	0	1	0	0	1	(1)
Pontiac (Std.)	3	3	2	0	8	(8)
Firebird	0	4	0	0	4	(4)
Grand Prix	0	3	0	0	3	(3)
LeMans	2	3	2	0	7	(8)
Phoenix ('79 model)	0	0	0	0	0	(5)
*Phoenix ('80 model)	2	2	0	0	4	(4)
Sunbird	0	4	0	0	4	(4)
VOLKSWAGEN	2	3	0	0	5	(5)
Rabbit	2	3	0	0	5	(5)
1980 Totals	79	132	35	5	251	
1979 Totals (End of Model Year)	82	151	29	6		(268)

*—Introduced as 1980 model in April, 1979. Counted in 1979 totals.

1980 MODELS—BY MARKET CLASS

	4-dr. Models	2-dr. Models	4-dr. Wagons	2-dr. Wagons	1980 Totals	(Final 1979 Totals)
SUBCOMPACT	5	25	0	5	35	(37)
AMX	0	1	0	0	1	(1)
Bobcat	0	1	0	2	3	(2)
Chevette	1	2	0	0	3	(3)
Horizon	1	1	0	0	2	(2)
Monza	0	3	0	0	3	(4)
Omni	1	1	0	0	2	(2)
Pinto	0	3	0	3	6	(4)
Rabbit	2	3	0	0	5	(5)
Skyhawk	0	0	0	0	0	(2)
Spirit	0	6	0	0	6	(6)
Starfire	0	0	0	0	0	(2)
Sunbird	0	4	0	0	4	(4)
COMPACT	20	37	9	0	66	(90)
Aspen	2	2	1	0	5	(3)
Camaro	0	4	0	0	4	(4)
Capri	0	2	0	0	2	(2)
*Citation ('80)	1	3	0	0	4	(4)
Concord	3	3	3	0	9	(11)
Eagle	2	2	2	0	6	(0)
Fairmont	2	2	1	0	5	(4)
Firebird	0	4	0	0	4	(4)
†Granada ('79)	0	0	0	0	0	(6)
†Monarch ('79)	0	0	0	0	0	(2)
Mustang	0	4	0	0	4	(4)
Nova ('79)	0	0	0	0	0	(5)
Omega ('79)	0	0	0	0	0	(5)
*Omega ('80)	2	2	0	0	4	(4)
Pacer	0	0	0	0	0	(4)
Phoenix ('79)	0	0	0	0	0	(5)
*Phoenix ('80)	2	2	0	0	4	(4)
Skylark ('79)	0	0	0	0	0	(6)
Skylark ('80)	3	3	0	0	6	(6)
Volare	2	2	1	0	5	(3)
Zephyr	1	2	1	0	4	(4)
INTERMEDIATE	20	41	12	0	73	(68)
Century	2	2	2	0	6	(8)
Cordoba	0	3	0	0	3	(1)
Cougar ('79)	0	0	0	0	0	(2)
Cougar XR-7	0	1	0	0	1	(1)
Cutlass	3	2	2	0	7	(6)
Cutlass Supreme	0	3	0	0	3	(3)
Diplomat	3	4	2	0	9	(7)
†Granada ('80)	3	3	0	0	6	(0)
Grand Prix	0	3	0	0	3	(3)
LeBaron	4	3	2	0	9	(7)
LeMans	2	3	2	0	7	(8)
LTD II ('79)	0	0	0	0	0	(6)
Magnum XE ('79)	0	0	0	0	0	(1)
Malibu	2	3	2	0	7	(7)
Mirada	0	2	0	0	2	(0)
†Monarch ('80)	1	1	0	0	2	(0)
Monte Carlo	0	2	0	0	2	(2)
Regal	0	3	0	0	3	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	25	20	14	0	59	(56)
Buick	4	5	2	0	11	(12)
Chevrolet	2	3	4	0	9	(10)
Chrysler	2	0	0	0	2	(2)
Dodge	1	0	0	0	1	(1)
Ford	3	2	3	0	8	(6)
Mercury	3	3	2	0	8	(8)
Oldsmobile	5	4	1	0	10	(9)
Plymouth	2	0	0	0	2	(0)
Pontiac	3	3	2	0	8	(8)
LUXURY	9	9	0	0	18	(17)
Cadillac	4	1	0	0	5	(5)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Lincoln	1	1	0	0	2	(3)
Mark VI	2	2	0	0	4	(2)
Riviera	0	2	0	0	2	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
Versailles	1	0	0	0	1	(1)
1980 Totals	79	132	35	5	251	
1979 Totals (End of model year)	82	151	29	6		(268)

*—Introduced as 1980 model in April, 1979. Counted in 1979 totals.

†—Granada and Monarch classified as intermediates for 1980; compacts for 1979.

specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit Sedan 4	96	167	72	51.6	2519	38.1	40.8	58.1	57	L4	4 x 3	2.5/151	2V	8.3	NA	NA	21	6.5	4	3.08	C78 x 14	31.5
Spirit Liftback 6	96	167.2	71.9	51.5	2825	38.1	40.8	58.1	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	11	5	2.53	C78 x 14	31.5
Pacer 6	100	173.9	77.1	52.7	3197	38.4	40.7	61.1	60	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.53	P19575R14	37
Pacer Wagon 6	100	178.8	77.1	53.1	3235	38.5	40.7	61.1	60	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.53	P19575R14	37
Concord Sedan 4	108	185	71	51.3	2767	38.1	40.8	57.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	22	6.5	4	3.08	D78 x 14	34.9
Concord Wagon 6	108	185	71	51.6	3007	38.1	40.8	57.6	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	11	5	2.53	D78 x 14	34.9
Eagle Sedan 6	109.3	184	71	55.1	3361	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	3.08	P19575R15	35.5
Eagle Wagon 6	109.3	184	71	55	3407	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	3.08	P19575R15	35.5
BUICK—Skyhawk V-6	97	179.3	65.4	50.8	2868	37.4	43.1	54.7	53.6	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.5	12.3	5	2.93	BR78 x 13	35.8
Skylark 2-dr. 4	104.9	181.1	67.7	53.5	2475	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	7.8	4	3.34	P18580R13	38.3
Skylark 4-dr. V-6	104.9	181.1	67.7	53.5	2541	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	145 @ 2400	14	10	5	3.34	P18580R13	38.4
Regal V-6	108.1	200	72.2	54.1	3232	37.9	42.6	58.5	57.8	V-6	3 8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	P19575R14	38.6
Century 2-dr. V-6	108.1	196	72.2	54.1	3181	37.9	42.6	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	3.08	P18575R14	38.6
Century 4-dr. V-8	108.1	196	72.2	55	3319	38.7	42.6	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.0	120 @ 3600	210 @ 1800	18.1	20.9	5	2.41	P18575R14	38.9
Century Wagon V-8	108	200	72.2	55.7	3415	38.8	32.6	58.5	57.8	V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800	18.2	20.9	5	2.29	P19575R14	38.9
Riviera V-8	114	206.6	72.7	54.1	3849	37.9	42.8	59.3	60	V-8	4.06 x 3.39	5.7/350	4V	8.0	160 @ 3600	270 @ 1600	21	18	7.5	2.41	P20575R15	39.8
LeSabre 2-dr. V-6	116	217.4	78	55	3459	38.9	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	12.5	5	2.73	P20585R15	40.3
LeSabre 4-dr. V-8	116	217.4	78	55	3569	39.5	42.2	61.8	60.7	V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800	22	20.9	5	2.41	P22575R15	40.3
Electra 2-dr. V-6	118.9	220.3	78	54.2	3710	38.5	42.2	61.8	61	V-6	3.97 x 3.4	4.1/250	4V	8.0	125 @ 4000	205 @ 2000	25	12.5	5	2.93	P21575R15	40.3
Electra 4-dr. V-8	118.9	220.3	78	55.6	3928	39.4	42.2	61.8	61	V-8	4.06 x 3.39	5.7/350	4V	8.0	155 @ 3400	280 @ 1600	25	14.2	5.3	2.41	P21575R15	40.3
Electra Wagon V-8	116	218.8	80.1	57.1	4215	39.7	42.2	62.2	64.1	V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800	22	20.9	5	2.56	P22575R15	40.5
OPTIONAL ENGINES: Regal, LeSabre, Riviera, Century (turbos)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	265 @ 2400						
LeSabre										V-6	3.97 x 3.4	4.1/250	4V	8.0	125 @ 4000	205 @ 2000						
LeSabre, Electra										V-8	4.06 x 3.39	5.7/350	4V	8.0	155 @ 3400	280 @ 1600						
LeSabre, Electra (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
CADILLAC—Seville (diesel)	114	204.8	71.4	54.3	4185	38.1	42.8	59.3	60.6	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600	23	18.4	7	2.41	P20575R15	38.4
Eldorado V-8	114	204.5	71.5	54.2	3914	37.9	42.8	59.3	60.6	V-8	3.8 x 4.06	6.0/368	F.I.	8.2	145 @ 3600	270 @ 2000	20.6	22.4	6	2.19	P20575R15	38.4
Sedan deVille V-8	121.4	221	76.4	55.6	4219	39	42	61.7	60.7	V-8	3.8 x 4.06	6.0/368	4V	8.2	150 @ 3800	265 @ 1600	20.7	21.4	5	2.28	P21575R15	40.5
Fleetwood V-8	121.4	221	76.4	56.7	4227	39	42	61.7	60.7	V-8	3.8 x 4.06	6.0/368	4V	8.2	150 @ 3800	265 @ 1600	20.7	21.4	5	2.28	P21575R15	40.5
OPTIONAL ENGINES: Seville										V-8	3.8 x 4.06	6.0/368	4V	8.2	150 @ 3800	265 @ 1600						
Eldorado, Sedan deVille, Fleetwood (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
CHEVROLET—Chevette 2-dr. 4	94.3	161.9	61.8	52.2	2054	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.70	P15580R13	30.2
Chevette 4-dr. 4*	97.3	164.9	61.8	52.2	2121	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	74 @ 5200	88 @ 2800	12.5	9.2	5	3.70	P15580R13	30.8
Monza Hatchback 4	97	179.3	65.4	50.2	2767	37.4	43.1	54.8	53.6	L4	4 x 3	2.5/151	2V	8.2	86 @ 4000	128 @ 2400	18.5	11.5	4	2.73	A78 x 13	35.8
Monza Notchback V-6	97	179.9	65.4	50.1	2825	37.2	43.1	54.8	53.6	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.5	11.9	5	2.93	A78 x 13	35.8
Citation 2-dr. 4	104.9	176.7	68.3	53.1	2463	38.2	42	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	7.8	4	3.34	P18580R13	38.4
Citation 4-dr. V-6	104.9	176.7	68.3	53.1	2544	38.2	42	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	145 @ 2400	14	10	5	3.34	P18580R13	38.4
Camaro V-6	108	197.6	74.5	49.2	3328	36.9	43.9	61.3	60	V-6	3.74 x 3.48	3.8/229	2V	8.6	115 @ 4000	175 @ 2000	21	15	5	2.73	P20575R14	38.5
Camaro V-8	108	197.6	74.5	49.2	3523	36.9	43.9	61.3	60	V-8	3.5 x 3.48	4.4/267	2V	8.3	120 @ 3600	215 @ 2000	21	15.6	5	2.56	P20575R14	38.5
Malibu 2-dr. V-6	108.1	192.7	71.5	53.3	3089	37.9	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	4V	8.6	115 @ 4000	175 @ 2000	18.1	18.7	5	2.73	P18575R14	39.9
Malibu 4-dr. V-8	108.1	192.7	71.5	54.2	3222	38.7	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	120 @ 3600	215 @ 2000	18.1	21.9	5	2.29	P18575R14	37.2
Malibu Wagon V-8	108.1	193.4	71.2	54.5	3365	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	2V	8.6	155 @ 4000	240 @ 1600	18.2	19.6	5	2.41	P19575R14	39.9
Monte Carlo V-6	108.1	200.4	71.5	53.9	3196	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	115 @ 4000	175 @ 2000	18.1	18.7	5	2.41	P20570R14	37.2
Monte Carlo V-8	108.1	200.4	71.5	53.9	3311	37.6	42.8	58.5	57.8	V-8	3.5 x 3.48	3.8/267	2V	8.3	120 @ 3600	215 @ 2000	18.1	21.8	5	2.29	P20570R14	37.2
Chevrolet 2-dr. V-6	116	212.1	75.3	55.3	3482	38.8	42.2	61.8	60.8	V-6	3.74 x 3.48	4.4/229	2V	8.6	115 @ 4000	175 @ 2000	25	14.2	5	2.73	P20575R15	38.8
Chevrolet 4-dr. V-8	116	212.1	75.3	55.9	3499	39.5	42.2	61.8	60.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	120 @ 3600	215 @ 2000	25	17	5	2.41	P20575R15	38.8
Chevrolet Wagon V-8	116	215.1	79.3	57.7	4025	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	155 @ 4000	240 @ 1600	22	15.5	5	2.56	P22575R15	39.6
Corvette	98	185.3	69	48.1	3334	36.2	42.1	58.7	59.5	V-8	4 x 3.48	5.7/350	4V	8.2	190 @ 4400	280 @ 2400	24	21.6	5	3.07	P22570R15	40.0
OPTIONAL ENGINES: Monte Carlo (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	265 @ 2400						
Camaro, Monte Carlo										V-8	3.74 x 3.48	5.0/305	4V	8.6	155 @ 4000	240 @ 1600						
Camaro										V-8	4 x 3.48	5.7/350	4V	8.2	190 @ 4200	280 @ 2400						
Corvette										V-8	4 x 3.48	5.7/350	4V	9.0	230 @ 5200	275 @ 3600						
Chevrolet (diesel)										V-8	4 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
*—High-output engine																						
CHRYSLER—LeBaron 2-dr. 6	108.7	201.2	74.2	53.4	3309	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	39.5
LeBaron 4-dr. V-8	112.7	205.2	74.2	55.3	3478	39.3	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	345 @ 1600	18	15	5	2.47	P19575R15	40.7
LeBaron Wagon V-8	112.7	205.5	74.2	55.5	3627	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R15	40.7
Cordoba 6	112.7	209.8	72.7	53.3	3362	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	40.7
'300' V-8	112.7	209.5	72.7	53.3	3457	37.4	43.3	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R15	40.7
Newport 6	118.5	220.2	77.6	54.5	3654	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	21	11.5	5	2.94	P19575R15	42.4
New Yorker V-8	118.5	221.5	77.6	54.5	3920	38.6	42.3	61.9	62	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	21	15	5	2.45	P20575R15	42.4
OPTIONAL ENGINES: '300'										V-8	4 x 3.58	5.9/360	4V	8.0	185 @ 4000	275 @ 2000						
Newport, New Yorker										V-8	4 x 3.58	5.9/360	2V	8.4	130 @ 3200	255 @ 2000						
DODGE—Omni 2-dr.	96.7	173.3	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P17575R13	33.3
Omni 4-dr.	99.2	164.8	65.8	53.5	2154	38.3	42	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P15580R13	34
Aspen 2-dr.	108.7	200.3	72.4	53.6	3200	37.6	42.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	3.23	P19575R14	39.5
Aspen 4-dr. V-8	112.7	204.3	72.4	55.3	3409	39.3	42.7	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R14	40.7
Aspen Wagon V-8	112.7	204.3	72.4	55.5	3572	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R14	40.7
Diplomat 2-dr. 6	108.7	201.2	74.2	53.4	3309	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	39.5
Diplomat 4-dr. V-8	112.7	205.2	74.2	55.3	3476	39.3	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R15	40.7
Diplomat Wagon V-8	112.7	205.5	74.2	55.5	3627	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3373	37.4	43.6	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	40.7
St. Regis 6	118.5	220.2	77.6	54.5	3674	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Mirada, St. Regis										V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600						
St. Regis										V-8	4 x 3.58	5.9/360	2V	8.4	130 @ 3200	255 @ 2000						
Mirada CMX										V-8	4 x 3.58	5.9/360	4V	8.0	185 @ 4000	275 @ 2000						
FORD—Pinto 4	94.5	170.8	69.4	50.5	2488	36.9	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	13	8.6	5	2.73	BR78 x 13	33.6
Pinto Wagon 4	94.8	180.6	69.7	52	2662	37.7	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	8.6	5	3.00	BR78 x 13	33.6

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specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
Mustang 4	100.4	179.1	69.1	51.4	2601	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	11.5	10.2	5	3.08	P18580R13	37.2
Mustang 6	100.4	179.1	69.1	51.4	2620	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	12.5	9	5	3.08	P18580R13	37.2
Fairmont 4-dr. 4	105.5	195.5	71	52.9	2688	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	10.2	5	3.08	P17575R14	39
Fairmont Futura 6	105.5	197.4	71	51.7	2730	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	14	9	5	3.08	P17575R14	39
Fairmont Wagon V-8	105.5	195.5	71	54.2	3038	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.8	119 @ 3800	194 @ 2200	14	14.2	5	2.26	P17575R14	39
Granada 6	109.9	199.7	74.5	53.3	3250	38.2	40.7	59	57.7	L6	3.68 x 3.91	4.1/250	1V	8.6	90 @ 3200	194 @ 1600	18	10.5	5	3.00	DR78 x 14	39.4
Granada V-8	109.9	199.7	74.5	53.3	3356	38.2	40.7	59	57.7	V-8	4 x 3	5.0/302	2V	8.4	134 @ 3600	232 @ 1600	18	14.2	5	2.47	DR78 x 14	39.4
Thunderbird V-8	108.4	200.4	74.1	53	3262	37.1	41.6	58.1	57	V-8	3.68 x 3	4.2/255	2V	8.8	115 @ 3800	191 @ 2000	17.5	14.2	5	2.26	P18575R14	40.1
Ford 4-dr. V-8	114.3	209.3	77.5	54.7	3584	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3600	230 @ 1600	19	13.3	5	2.26	P20575R14	39.2
Ford Wagon V-8	114.3	215	77.5	57.4	3952	38.7	42.1	62.2	62	V-8	4 x 3.5	5.8/351	VV	8.3	140 @ 3400	265 @ 2000	20	14.4	5	2.26	P21575R14	39.2
OPTIONAL ENGINES: Mustang, Fairmont (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Mustang										V-8	3.68 x 3	4.2/255	2V	8.8	118 @ 3800	193 @ 2200						
Thunderbird										V-8	4 x 3	5.0/302	2V	8.4	131 @ 3600	231 @ 1600						
LINCOLN—Versailles V-8	109.9	200.7	74.5	54.3	3814	37.6	40.5	59	57.7	V-8	4 x 3	5.0/302	VV	8.4	132 @ 3600	232 @ 1400	19.2	14.4	5	2.47	FR78 x 14	39.4
Mark VI 2-dr. V-8	114.3	216	78.1	55.4	4046	38	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	129 @ 3600	231 @ 2000	18	13.3	5	3.08	P20575R15	40
Mark VI 4-dr. V-8	117.3	219.1	78.1	56.3	4241	39	42.1	62.2	62	V-8	4 x 3.5	5.8/351	VV	8.3	140 @ 3400	265 @ 2000	20	14.4	5	2.73	P20575R15	40
Continental 4-dr. V-8	117.3	219	78.1	56.1	4090	39	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	129 @ 3600	231 @ 2000	18	13.3	5	3.08	P20575R15	40
MERCURY—Bobcat 4	94.5	170.8	69.4	50.5	2535	36.9	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	13	8.6	5	2.73	BR78 x 13	33.6
Bobcat Wagon 4	94.8	180.6	69.4	52	2677	37.7	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	8.6	5	3.00	BR78 x 13	33.6
Capri 4	100.4	179.1	69.1	51.4	2637	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	11.5	10.2	5	3.08	P18580R13	37.2
Capri 6	100.4	179.1	69.1	51.4	2646	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	12.5	9.0	5	3.08	P18580R13	37.2
Zephyr 4-dr. 4	105.5	195.5	71	52.9	2703	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	10.2	5	3.08	P17575R14	39
Zephyr Z-7 6	105.5	197.4	71	51.7	2729	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	14	9.0	5	3.08	P17575R14	39
Zephyr Wagon V-8	105.5	195.5	71	54.2	3047	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.8	119 @ 3800	194 @ 2200	14	14.2	5	2.26	P17575R14	39
Monarch 6	109.9	199.7	74.5	53.3	3250	38.2	40.7	50	57.7	L6	3.68 x 3.91	4.1/250	1V	8.6	90 @ 3200	194 @ 1600	18	10.5	5	3.00	DR78 x 14	39.4
Monarch V-8	109.9	199.7	74.5	53.3	3356	38.2	40.7	59	57.7	V-8	4 x 3	5.0/302	2V	8.4	134 @ 3600	232 @ 1600	18	14.2	5	2.47	DR78 x 14	39.4
Cougar XR-7 V-8	108.4	200.4	74.1	53	3228	37.1	41.6	58.1	57	V-8	3.68 x 3	4.2/255	2V	8.8	115 @ 3800	191 @ 2000	17.5	14.2	5	2.26	P18575R14	40.1
Mercury 4-dr. V-8	114.3	212.3	77.5	54.7	3636	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3600	230 @ 1600	19	13.3	5	2.26	P20575R14	39.2
Mercury Wagon V-8	114.3	218	79.3	57.4	3945	38.8	42.1	62.2	62	V-8	4 x 3.5	5.8/351	VV	8.3	140 @ 3400	265 @ 2000	20	14.4	5	2.26	P21575R14	39.2
OPTIONAL ENGINES: Capri, Zephyr, (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Capri										V-8	3.68 x 3	4.2/255	2V	8.8	118 @ 3800	193 @ 2200						
Cougar XR-7										V-8	4 x 3	5.0/302	2V	8.4	131 @ 3600	231 @ 1600						
OLDSMOBILE—Starfire 4	97	179.6	65.4	50.2	2751	37.7	43	54.7	53.6	L4	4 x 3	2.5/151	2V	8.2	90 @ 4400	128 @ 2400	18.5	11	4	3,72	A78 x 13	35.8
Starfire V-6	97	179.6	65.4	50.2	2847	37.7	43	54.7	53.6	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.5	11.9	5	2.93	A78 x 13	35.8
Omega 2-dr. 4	105	181.8	69.8	51.9	2470	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.4	4	3.34	P18580R13	38.3
Omega 4-dr. V-6	105	181.8	69.8	51.9	2537	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	150 @ 2000	14	8.4	5	3.34	P18580R13	38.3
Cutlass 2-dr. V-6	108.1	200.9	71.3	53	3283	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.93	P18575R14	38.2
Cutlass 4-dr. V-8	108.1	199.1	71.9	54.1	3310	38.7	42.8	58.5	57.7	V-8	3.5 x 3.39	4.3/260	2V	7.5	105 @ 3400	195 @ 1600	18.1	15.9	5	2.29	P18575R14	37.3
Cutlass Wagon V-8	108.1	198.4	71.8	54.3	3486	38.8	42.8	58.5	57.7	V-8	3.74 x 3.48	5.0/305	4V	8.6	155 @ 4000	240 @ 1600	18.2	15.3	5	2.29	P19575R14	37.4
Toronado	144	205.6	71.4	52.5	3730	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	7.9	150 @ 3600	245 @ 1600	21	16.4	5	2.41	P20575R15	40.4
Delta 88 Sedan V-6	116	218.4	76.3	54.7	3492	39.5	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	20.7	13	5	2.73	P20585R15	39.1
Ninety-Eight Sedan V-8	119	221.4	76.3	55.3	3955	39.5	42.2	61.7	60.7	V-8	3.8 x 3.39	5.0/307	4V	7.9	150 @ 3600	245 @ 1600	25	15.3	5	2.41	P21575R15	40
Custom Cruiser V-8	116	219.4	79.8	56.6	4081	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	7.9	150 @ 3600	245 @ 1600	22	15.3	5	2.56	P22575R15	39.2
OPTIONAL ENGINES: Cutlass, Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
Toronado										V-8	4.06 x 3.39	5.7/350	4V	8.0	160 @ 3600	270 @ 1600						
PLYMOUTH—Horizon 2-dr.	96.7	172.8	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P17575R13	33.3
Horizon 4-dr.	99.2	164.8	65.8	53.5	2154	38.3	42	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P15580R13	34
Volare 2-dr. 6	108.7	200.3	72.4	53.6	3200	37.6	42.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	3.23	P19575R14	39.5
Volare 4-dr. V-8	112.7	204.3	72.4	55.3	3409	39.3	42.7	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R14	40.7
Volare Wagon V-8	112.7	204.3	72.4	55.5	3572	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R14	40.7
Gran Fury 6	118.5	220.2	77.6	54.5	3628	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Gran Fury										V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600						
Gran Fury										V-8	4 x 3.58	5.9/360	2V	8.4	130 @ 3200	255 @ 2000						
PONTIAC—Sunbird Hatchback 4	97	179.2	65.4	49.9	2752	37.7	43.1	55.3	54.1	L4	4 x 3	2.5/151	2V	8.2	86 @ 4000	128 @ 2400	18.5	10.9	4	2.73	A78 x 13	35.8
Sunbird Notchback V-6	97	179.2	65.4	49.6	2850	37.6	43.1	55.3	54.1	V-6	3.8 x 3.4	3.8/231	2V	8.0	115 @ 3800	188 @ 2000	18.5	13.3	5	2.93	B78 x 13	35.8
Phoenix Notchback 4	104.9	182.1	69.1	53.5	2527	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.5	4	3.34	P18580R13	38.3
Phoenix Hatchback V-6	104.9	179.3	69.6	53.4	2608	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	150 @ 2000	14	10.2	5	3.34	P18580R13	38.3
Firebird V-6	108.2	198.1	73	49.3	3379	36.9	43.9	61.3	60	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	20.8	13.3	5	3.08	P20575R15	38.9
Firebird V-8	108.2	198.1	73	49.3	3452	36.9	43.9	61.3	60	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	20.8	20.9	5	2.41	P20575R15	38.9
LeMans 2-dr. V-6	108.1	198.6	71.9	53.5	3116	37.9	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	115 @ 4000	175 @ 2000	18.1	14.2	5	2.93	P18575R14	38.2
LeMans 4-dr. V-8	108.1	198.6	71.9	54.4	3210	38.7	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	18.1	20.9	5	2.29	P18575R14	37.3
LeMans Wagon V-8	108.1	197.8	72.6	54.8	3411	38.8	42.8	58.5	58	V-8	4 x 3	4.9/301	4V	8.1	140 @ 4000	240 @ 1800	18.2	20.9	5	2.29	P19575R14	37.4
Grand Prix V-6	108.1	201.4	72.7	53.3	3232	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	P19575R14	38.2
Grand Prix V-8	108.1	201.4	72.7	53.3	3350	37.6	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	18.1	20.9	5	2.29	P19575R14	38.2
Pontiac 2-dr. V-6	116	214	76.4	54.7	3503	38.8	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	20.7	13.3	5	2.73	P20575R15	39.1
Pontiac 4-dr. V-8	116	214	76.4	55.2	3637	39.5	42.2	61.7	60.7	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	20.7	20.9	5	2.56	P20575R15	39.1
Pontiac Wagon V-8	116	216.7	79.9	57.1	4038	39.6	42.2	62.1	64.1	V-8	4 x 3	4.9/301	4V	8.1	140 @ 4000	240 @ 1800	22	20.9	5	2.56	P22575R15	39.1
OPTIONAL ENGINES: Firebird (turbo)										V-8	4 x 3	4.9/301	4V	7.6	210 @ 4000	345 @ 2000						
Firebird, Grand Prix										V-8	4 x 3	4.9/301	4V	8.1	140 @ 4000	240 @ 1800						
Firebird, Grand Prix, LeMans (Grand Am)										V-8	4 x 3	4.9/301	4V	8.1	155 @ 4400	240 @ 2200						
LeMans										V-8	3.74 x 3.48	5.0/305	4V	8.4	150 @ 3800	230 @ 2400						
Pontiac (diesel)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	125 @ 3600	225 @ 1600						
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	55.5	1810	37.4	41.8	54.7	53.1	L4	3.13 x 2.89	1.5/89	1V	8.0	62 @ 5400	76.7 @ 3000	10.6	4.9	3.7	3.90	155 x 13	31.2
Pickup Truck	103.3	170	64.4	54.6	2046	37.4	41.8	53.3	54.1	L4	3.13 x 3.15	1.6/97	F.I.	8.2	78 @ 5500	84.1 @ 3200	15	4.9	3.7	3.90	P16575D13	31.2
OPTIONAL ENGINES: Rabbit										L4	3.13 x 3.15	1.6/97	F.I.	8.2	76 @ 5500	83 @ 3200						
Rabbit, Pickup (diesels)										L4	3.01 x 3.15	1.5/89.7	F.I.	23	48 @ 5000	56.5 @ 3000						

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Chrysler's woes may not be unique

Financial clouds over Detroit

By Edward Lapham
Financial Editor

The biggest financial story of 1979 was the continuing ordeal of Chrysler Corp., which lost a record $1.1 billion. While the year was overwhelmingly bad for Chrysler, General Motors and Ford Motor Co. also found the fourth quarter a rough period.

A good indicator of the difficulty in the auto market prompted by inflation-caused high interest rates and constricting retail paper sources can be seen in the accompanying automobile instalment credit table.

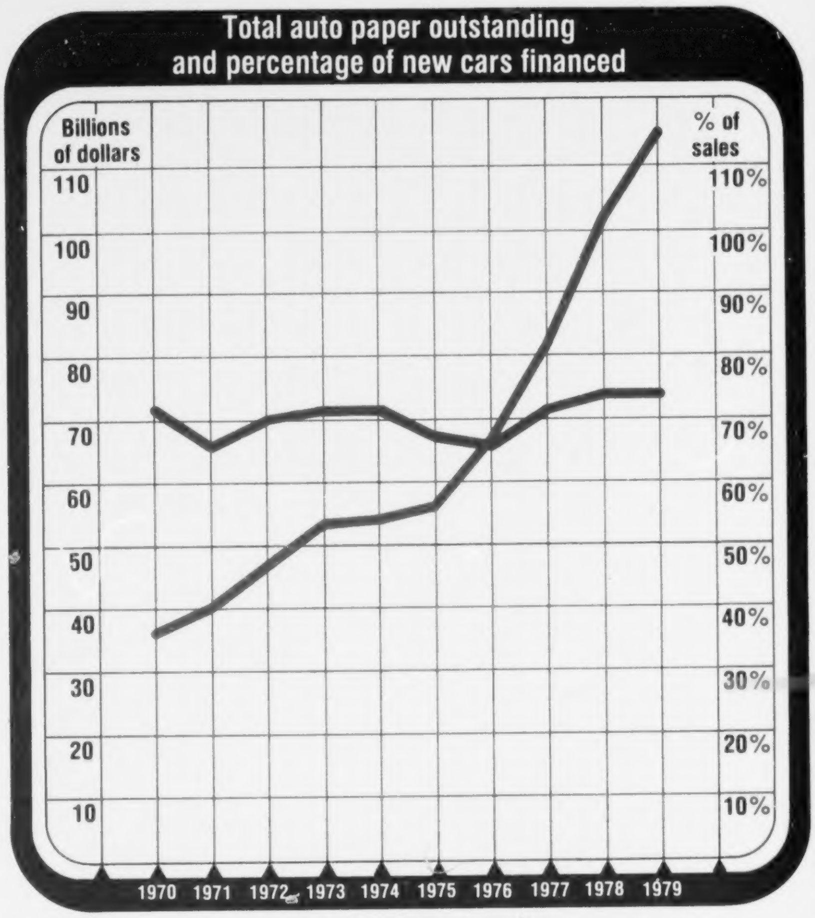
In the month of December, credit outstanding actually receded by $99 million. In December, banks accounted for 52 percent of the retail automobile credit extended compared with 57 percent the year earlier. Credit unions accounted for 18 percent compared with 22 percent in December 1978 and finance companies, primarily the auto companies' finance units, accounted for 30 percent compared with 21 percent the year earlier.

The auto companies blamed a variety of things, including the perceived oil shortage in mid-year, for a swing to imported cars by the consumer. Analysts agreed and added that falling consumer confidence in the economy, lack of available consumer credit, high interest rates and the perceived higher mileage of imports for the sales slump.

Overall, Wall Street was less than enthused with Detroit. Many analysts predicted a continuation of the capital formation problem, which forced Ford to go to the debt market to raise $300 million in early 1980.

Said one analyst: "There's more than just a problem with Chrysler. it's the whole industry. Even the suppliers are in jeopardy."

The industry entered the new decade with some very serious problems, not the least of which was how it was going to finance its $80 billion spending plans by the middle of the decade.


Total auto paper outstanding and percentage of new cars financed

Total auto paper outstanding ——
and percent of total sales financed ——

INCOME VS. CONSUMPTION

	Personal disposable income	Personal consumption expenditures	Percent consumption to income
1970	685.9	618.8	90.2%
1971	742.8	668.2	89.9
1972	801.3	733.0	91.5
1973	901.7	809.9	89.8
1974	984.6	889.6	90.3
1975	1,086.7	979.1	90.1
1976	1,184.5	1,089.9	92.0
1977	1,305.1	1,210.0	92.7
1978	1,458.4	1,350.8	92.6

CREDIT SALES OF NEW CARS AS A PERCENT OF TOTAL SOLD

Month	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978
January	65	63	54	62	67	69	57	61	64	71
February	64	61	59	63	64	65	66	60	67	69
March	70	68	65	70	66	68	66	64	70	68
April	73	69	68	70	73	65	68	66	71	70
May	74	67	64	70	70	74	66	63	71	72
June	73	68	68	76	73	72	73	70	75	77
July	79	80	74	75	79	82	75	72	78	79
August	84	83	85	87	90	83	80	82	86	85
September	68	89	68	68	67	76	73	70	84	78
October	68	69	56	66	73	68	63	61	63	73
November	62	73	63	64	69	65	63	60	69	69
December	68	72	69	69	71	73	70	61	71	71
Year	71	72	66	70	72	72	68	66	72	74

SOURCE: Board of Governors of the Federal Reserve System

PERSONAL OUTLAYS FOR AUTOS AND AUTO-RELATED OUTLAYS

(AMOUNTS IN BILLIONS OF DOLLARS)

		Total Auto & Auto-Related Outlays*		Outlays For Autos		AUTO-RELATED OUTLAYS							
Year	Total Personal Outlays (P.O.)	Amount	% of P.O.	Amount	% of P.O.	Total Amount	% of P.O.	Gas and Oil	Repairs Greasing, Washing, Parking, Etc.	Tires, Tubes, Accessories and Parts	Insurance	Interest on Auto Debt	Tolls
1969	579.7	73.8	12.7	30.7	5.3	43.1	7.4	20.3	9.9	4.3	3.0	5.0	0.6
1970	618.8	75.1	12.1	27.8	4.5	47.3	7.6	22.0	11.2	4.6	3.7	5.2	0.6
1971	688.2	86.8	12.6	35.0	5.1	51.8	7.5	23.4	12.5	5.1	4.7	5.4	0.7
1972	733.0	95.8	13.1	39.4	5.4	56.4	7.7	24.9	13.9	5.7	5.2	6.0	0.7
1973	809.9	105.2	13.0	42.9	5.3	62.3	7.7	27.8	15.4	6.4	5.1	6.8	0.8
1974	887.5	110.2	12.4	36.1	4.1	74.1	8.3	36.3	17.6	6.9	5.4	7.1	0.8
1975	973.2	120.9	12.4	40.3	4.1	80.6	8.3	38.9	20.3	7.6	5.4	7.6	0.8
1976	1079.7	142.1	13.2	54.7	5.1	87.4	8.1	41.5	22.7	8.4	5.4	8.6	0.8
1977	1211.4	161.9	13.4	64.0	5.3	97.8	8.1	44.7	24.7	9.6	6.7	11.3	0.8
1978	1340.4	182.9	13.6	71.0	5.3	111.9	8.3	51.2	29.2	10.4	7.9	11.9	0.9
1979	1510.0	203.4	13.5	69.1	4.5	134.3	8.9	65.2	34.2	12.0	8.9	13.0	1.0

*—Excludes trailers

SOURCE: U. S. Department of Commerce, 1973 through 1976 data include NADA estimate for interest on auto debt.

FIVE-YEAR SUMMARY OF SALES, PROFITS, LOSSES

Worldwide Sales

(IN MILLIONS)

	1979	1978	1977	1976	1975
General Motors	$66,311	$63,221	$54,961	$47,181	$35,725
Ford Motor	43,514	42,784	37,842	28,840	24,009
Chrysler Corp.	12,002	13,618	16,708	15,538	11,598
American Motors	3,117	2,585	2,237	2,315	2,282

Profits

(IN MILLIONS)

	1979	1978	1977	1976	1975
General Motors	$ 2,893	$ 3,508	$ 3,338	$ 2,903	$ 1,253
Ford Motor	1,169	1,589	1,673	983	323
Chrysler Corp.	(1,097)	(204.6)	163	423	(260)
American Motors	84	37	6	(46)	(28)

Profits per Share

	1979	1978	1977	1976	1975
General Motors	$ 10.04	$ 12.24	$ 11.62	$10.08	$ 4.32
Ford Motor	9.75	13.35	13.08	10.45	3.86
Chrysler Corp.	(17.18)	(3.54)	2.71	7.02	(4.33)
American Motors	2.76	1.21	.27	(1.56)	(.92)

AUTOMOBILE INSTALMENT CREDIT OUTSTANDING BY MONTH

(IN MILLIONS)

	1979	1978	1977	1976	1975
January	$102,890	$ 83,075	$60,349	$53,318	$50,947
February	103,780	83,826	60,774	53,519	50,884
March	105,426	87,757	61,840	54,117	50,452
April	107,115	87,747	63,183	55,059	50,360
May	109,161	90,359	64,551	55,484	50,465
June	111,373	93,261	72,459	56,667	50,927
July	111,952	95,289	73,863	57,659	51,556
August	113,351	97,687	75,512	58,665	52,011
September	114,765	99,062	77,207	58,270	52,308
October	114,876	100,159	77,845	59,798	52,722
November	115,121	101,565	78,791	60,002	53,479
December	115,022	102,468	79,414	60,498	53,629

Federal Reserve Data

Auto advertising: 1980 will be remembered as the year of the rebate

By Joseph Bohn
Marketing Editor

The '80 model year will be remembered as the year of the rebate and for the hundreds of millions of dollars spent by domestic companies in special merchandising programs to move cars.

Chrysler was the first to promote rebates, beginning the summer of 1979. In doing so, it was by far the most successful. It sold 205,000 cars and trucks by the time '80s were introduced in October.

A reinstatement of rebates, characterized as a "special introductory offer" on '80 models, after they failed to catch on, fell flat, however. And by December, Chrysler was out of the rebate business — at least, temporarily.

Meanwhile, Ford and General Motors, struggling with big car stocks, launched into rebates (characterized as a "Treasure Hunt" at GM) beginning in early February, 1980. Ford rebated new '79 and '80 Fairmont/Zephyr compacts, as well as Thunderbird/Cougar XR-7s, which were big sales disappointments.

At GM, rebates were confined to large sized V-8 '79 cars and trucks.

Biggest advertising/merchandising news of the year was Chrysler's "Guarantees" program on which the company pinned its comeback hopes.

Here, Chrysler sought to reassure customers of quality by offering to refund their car's price after one month, if not satisfied, as well as giving $50 to people to test-drive and buy (either a Chrysler or directly competitive model) and other benefits like motor club membership and two-years' free maintenance.

Chrysler, under Kenyon & Eckhardt, and the new team of marketing/advertising people assembled, innovated a number of test programs, special merchandising programs and assorted ad campaigns, being by far the most creative marketer in terms of new concepts.

By March, though, it too was forced to reinstate rebates to compete with GM and Ford. This time, though, they were promoted as $500 "test-drive" offers (instead of the previous $50) on special models.

Importers generally had a gangbuster year. Fiat, though, was forced into $700 rebates in March to move out Stradas, Bravas and X/19s. Jaguar Rover Triumph too resorted to rebates, offering $2,000—then $4,000—on selected models to move the market.

1978 FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	1978 Total	1977 Total
Buick	$ 8,593.3	$ 7,920.9	$ 19,668.5	$ 5,498.3	$1,200.8	$ 768.0	$ 602.6	....	$ 44,252.4	$ 31,502.5
Cadillac	3,315.9	4,663.7	4,753.3	930.1	260.2	285.5	....	....	14,208.7	12,208.0
Chev. car & truck	18,131.6	24,042.2	47,178.4	5,607.5	512.6	16,139.0	4,439.8	....	116,051.1	116,001.3
Oldsmobile	8,826.8	8,919.6	10,129.3	4,560.3	302.0	1,175.0	177.4	....	34,090.4	27,221.6
Pontiac	6,837.3	6,082.7	12,603.5	6,735.1	216.7	870.0	199.2	....	33,544.5	27,543.4
GMC	180.8	2,304.2	892.5	84.0	223.1	218.0	9.7	....	3,912.3	3,170.1
TOTAL GM*	45,885.7	53,933.3	95,225.5	23,415.3	2,715.4	19,455.5	5,428.7	....	246,059.4	217,646.9
Ford car & truck	19,109.7	20,851.4	55,896.9	13,389.2	530.8	5,827.5	1,273.6	25,320.1	142,199.2	115,258.7
Lincoln-Mercury	8,100.0	4,777.3	19,330.1	17,705.4	....	647.5	30.1	12,641.2	63,231.6	52,245.3
TOTAL FORD**	27,209.7	25,628.7	75,227.0	31,094.6	530.8	6,475.0	1,303.7	37,961.3	205,430.8	167,504.0
Chrysler-Plymouth	2,000.0	20,000.0	30,000.0	15,400.0	400.0	400.0	200.0	6,000.0	74,400.0	45,700.0
Dodge car & truck	2,000.0	17,000.0	29,000.0	18,700.0	1,000.0	1,000.0	300.0	5,600.0	74,600.0	46,200.0
TOTAL CHRYSLER***	4,000.0	37,000.0	59,000.0	34,100.0	1,400.0	1,400.0	500.0	11,600.0	149,000.0	91,900.0
AMC	7,666.9	5,814.6	17,932.5	11,253.9	....	758.1	18.5	....	43,445.0	31,486.9
INDUSTRY TOTAL	$84,762.3	$122,376.6	$247,385.0	$99,863.8	$4,646.2	$28,088.6	$7,250.9	$49,561.3	$643,935.2	$508,537.8

*GM total expenditures in 1978 were $266,346,000, according to Ad Age, up 13 percent from $235,346,100 in 1977. This includes non-auto related expenditures.

**Ford's total was $210,000,000, up 14 percent from $184,000,000 in 1977. This includes non-auto related expenditures.

***Chrysler's total expenditures were $188,900,000, up 48 percent from $127,100,000.

SOURCE: Advertising Age

1978 DIRECT MEDIA AD EXPENDITURES BY MAJOR IMPORTERS

(IN THOUSANDS OF DOLLARS)

	Magazines	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	Total
Toyota	$8,943.1	$15,022.6	$20,195.9	$8,367.2	....	$3,351.0	$1,195.9	$7,500.0	$64,575.0
Datsun	6,350.2	19,310.9	13,840.6	4,365.9	111.2	7,834.0	479.4	9,200.0	61,492.2
Volkswagen	16,511.2	18,769.7	9,976.6	2,139.7	....	620.8	451.2	8,530.8	57,000.0
Honda	7,000.0	7,000.0	1,000.0	500.0	....	....	100.0	....	15,600.0
Fiat	2,500.0	3,500.0	4,500.0	1,000.0	....	1,000.0	....	....	12,500.0
Jaguar-Rover-Triumph	5,548.1	5,164.6	....	....	....	....	....	....	10,712.7
Subaru	3,500.0	5,000.0	1,500.0	....	....	....	....	....	10,000.0

Toyota, Datsun, Volkswagen figures are based on Advertising Age reports. The Volkswagen number includes about $13,215,000 in Porsche-Audi measured media expenditures.

Honda, Fiat, Jaguar-Rover-Triumph expenditures based on estimates and reports by individual manufacturers.

PROFILES OF ADVERTISING AGENCIES WITH AUTOMOTIVE ACCOUNTS

LISTED IN ORDER OF WORLD INCOME RANK—FIGURES ARE IN MILLIONS OF DOLLARS

		World Gross Income		U. S. Gross Income		World Billing		U.S. Billing	
Agencies with domestic accounts	**Account**	**1979**	**1978**	**1979**	**1978**	**1979**	**1978**	**1979**	**1978**
J. Walter Thompson	Ford Div.	253.9	221.5	118.2	107.2	1,693.0	1,476.0	788.0	710.0
McCann-Erickson	Buick	250.4	211.0	69.4	59.6	1,670.3	1,407.1	463.2	397.1
Young & Rubicam	Lincoln-Mercury	247.6	203.8	149.7	118.1	1,921.1	1,359.5	1,157.5	787.7
Leo Burnett	Oldsmobile	141.1	128.3	94.5	89.0	950.7	866.1	639.8	604.0
D'Arcy-MacManus & Masius	Pontiac-Cadillac	128.0	104.7	57.4	50.0	853.6	698.8	382.5	333.7
Grey Advertising	AMC	106.3	90.3	74.7	65.2	710.0	602.0	498.3	434.7
Doyle Dane Bernbach	Volkswagen	104.0	90.0	72.1	64.5	701.0	600.0	492.0	430.0
Campbell-Ewald	Chevrolet	84.2	71.9	39.6	35.0	561.9	480.0	263.8	233.8
Compton Advertising	Jeep	77.7	66.1	40.9	36.0	524.6	457.9	281.5	246.2
N.W. Ayer ABH Int.	GM Corp.	63.9	46.5	58.0	46.5	428.4	325.1	388.5	310.5
Wells, Rich, Greene	Ford Corp.	56.6	45.4	55.3	44.1	377.6	302.5	368.7	293.8
Kenyon & Eckhardt	Chrysler Corp.	49.2	41.7	33.5	26.7	328.3	278.3	223.3	178.3
Agencies with import accounts									
Foote, Cone & Belding	Mazda	137.6	111.0	95.9	75.7	918.1	740.5	639.9	504.8
Benton & Bowles	Fiat	95.4	77.0	63.8	50.2	638.0	551.8	432.4	369.8
Dancer Fitzgerald Sample	Toyota	68.4	56.5	59.7	51.5	469.9	459.0	420.0	362.0
Marsteller	Renault	54.3	45.9	37.8	32.9	362.5	306.2	251.9	219.4
Needham, Harper & Steers	Honda	50.4	47.0	41.0	38.1	336.2	315.0	273.6	254.1
William Esty Co.	Datsun	45.6	41.2	45.6	41.2	304.0	275.0	304.0	275.0
Bozell & Jacobs Int.	MG, Jaguar	45.2	34.5	44.7	34.1	301.3	230.3	298.1	227.2
Scali, McCabe, Sloves	Volvo	18.0	12.1	14.9	11.4	114.4	80.4	99.0	76.2
McCaffrey & McCall	Mercedes	16.8	12.8	16.8	12.8	115.1	102.2	115.1	102.2
F. William Free	Alfa Romeo	6.5	6.2	6.5	6.2	53.4	50.3	53.4	50.3
Ally & Gargano	Saab	5.2	6.7	5.2	6.6	38.8	45.2	38.8	45.2
Levine, Huntley, Schmidt, Plapler & Beaver	Subaru	4.2	3.7	4.2	3.7	31.4	28.0	31.4	28.0
Ammirati & Puris	BMW	2.7	2.1	2.7	2.1	21.0	14.5	21.0	14.5
Van Leeuwen & Partners	Peugeot	2.6	2.5	2.6	2.5	17.0	16.3	17.0	16.3

SOURCE: Advertising Age

U. S. auto maker ad chiefs and advertising agencies

AMERICAN MOTORS CORP.

Thomas A. Staudt, vice president of marketing group; David J. Van Peursem, general marketing manager; Eugene Richmond, director of advertising; Robert Wheat, manager of Jeep advertising; Ray Avedian, manager of car advertising.

Car agency, Grey Advertising, New York; Jeep agency, Compton Advertising, New York.

CHRYSLER CORP.

Gar Laux, executive vice president of sales and marketing—U. S. and Canada; Jerry H. Pyle, vice president of sales; John K. Givens, director of marketing; Bud Liebler, director of merchandising; R. S. Cook, manager of international advertising and merchandising.

CHRYSLER-PLYMOUTH

Jeffrey Elpern, advertising manager.

DODGE

Arnold Thompson, manager of car and truck advertising.

Agency: Kenyon & Eckhardt handles all Chrysler-Plymouth, Dodge, corporate and import advertising for Chrysler.

FORD MOTOR CO.

John R. Bowers, director of advertising and merchandising strategy; J. B. McMechan, advertising programs manager; Fred Wuellner, advertising, policy and strategy manager; W. R. Small, dealership identification manager.

Agency: Wells Rich Greene, Detroit/New York.

FORD DIVISION

Louis Lataif, general marketing manager; Douglas T. McClure, advertising manager; R. J. Gillooly, manager of car advertising; T. B. Ryan, Jr., manager of truck advertising.

Agency: J. Walter Thompson, Dearborn.

LINCOLN-MERCURY DIVISION

Robert Rewey, general marketing manager; John B. Vanderzee, advertising manager.

Agency: Young & Rubicam, Detroit.

GENERAL MOTORS CORP.

Gail Smith, general director of advertising and merchandising; Donald J. Teasdale, manager of advertising—marketing staff; George H. Pruette Jr., public affairs advertising manager.

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.; Campbell-Ewald, Detroit; N. W. Ayer-ABH International, Philadelphia.

BUICK DIVISION

John Dabels, director of marketing research and sales analysis; Harold E. Savage, director of advertising; Thomas M. Edwards, advertising manager—special projects.

Agency: McCann-Erickson, Detroit.

CADILLAC DIVISION

Gordon Horsburgh, director of marketing; R. G. "Jerry" Chumbley, national merchandising manager; Tony Stromberg, assistant national merchandising manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

CHEVROLET DIVISION

David G. Rummel, director of marketing; Carl O. Uren, director of advertising; H. J. Cordes, truck and station wagon advertising manager; T. R. Chick, car advertising manager.

Agency: Campbell-Ewald, Detroit.

OLDSMOBILE DIVISION

David L. Neisch, assistant general sales manager —marketing and dealer activities; Charles Strong, advertising manager; Raymond R. Juracek, assistant advertising manager.

Agency: Leo Burnett Co., Detroit.

PONTIAC DIVISION

James H. Graham, director of merchandising; Tim Maloney, advertising manager; Donald Parkinson, merchandising manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

Auto importer ad chiefs and advertising agencies

ALFA ROMEO

David Rivkin, advertising manager.

Agency: F. William Free, New York.

BMW

J. Gordon Bingham, vice president of marketing; Brian Richardson, manager of general advertising and promotion.

Agency: Ammirati Puris Avrutick, Inc., New York.

JAGUAR ROVER TRIUMPH

Michael H. Dale, vice president of sales and marketing; Allen Taylor, advertising manager.

Agencies: (MG, Jaguar) Bozell and Jacobs, Inc., New York. (Triumph) Romano, Wollman/Advertising Inc., New York.

DATSUN

Robert Kent, vice president of marketing; Joseph Opre, national advertising manager.

Agency: William Esty Co.

FIAT

William Rude, director of marketing; Dudley Cohen, advertising manager.

Agency: Benton & Bowles, New York.

HONDA

C. G. Schmillen, vice president of car sales; Joseph Haight, car advertising manager.

Agency: Needham, Harper & Steers Advertising, Inc., Los Angeles.

MAZDA

Duane Bowen, manager, marketing; Howard Caudle, manager, sales promotion.

Agency: Foote, Cone & Belding & Honig, Los Angeles.

MERCEDES-BENZ

Robert C. Owens, Jr., general manager advertising and sales promotion; Donna Luke, advertising coordinator.

Agencies: McCaffrey McCall, New York, (cars); Geer Dubois, New York, (trucks).

PEUGEOT

Ralph Wilson, national marketing manager; Barbara Sullivan, advertising manager.

Agency: VanLeeuwen Advertising, Inc., New York.

RENAULT

David VanPeursem, general manager of marketing; Marvin Klein, manager of advertising.

Agency: Marsteller, Inc., New York.

SAAB

Stanley Helling, marketing director; Peter Berla, advertising manager.

Agency: Ally & Gargano, New York.

SUBARU

Alan B. Ross, vice president advertising and public relations.

Agency: Levine, Huntley, Schmidt, Papler & Beaver, Inc., New York.

TOYOTA

Al Hagen, corporate marketing manager; Barney Brogan, advertising manager.

Agency: Dancer - Fitzgerald - Sample, Inc., Torrance, Calif.

VOLKSWAGEN

John Slaven, manager of Volkswagen advertising; Marvin Gruber, Porsche-Audi advertising manager.

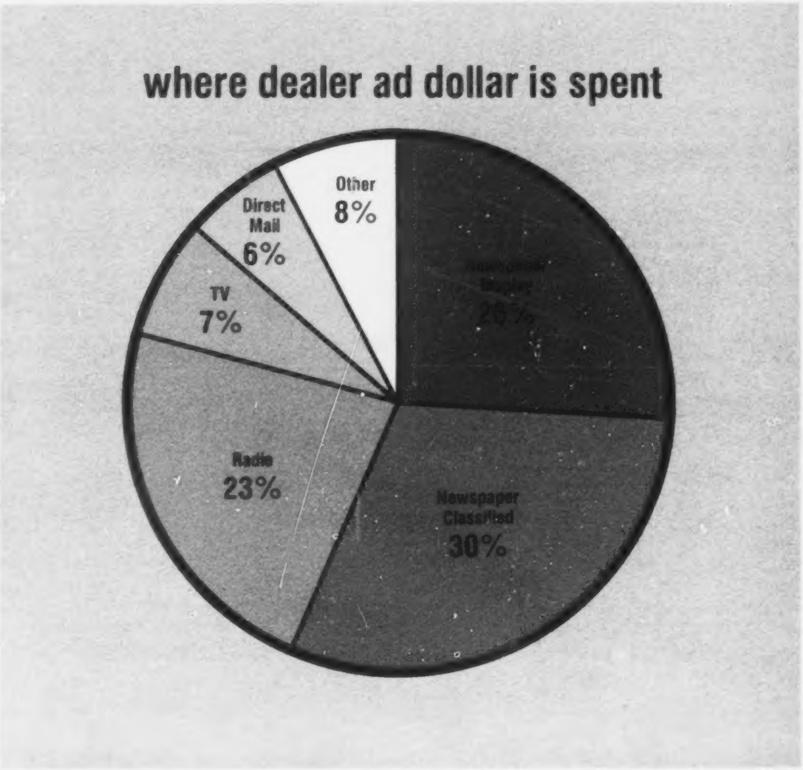
Agency: Doyle Dane Bernbach, Inc., New York. James Neal Harvey, Inc.

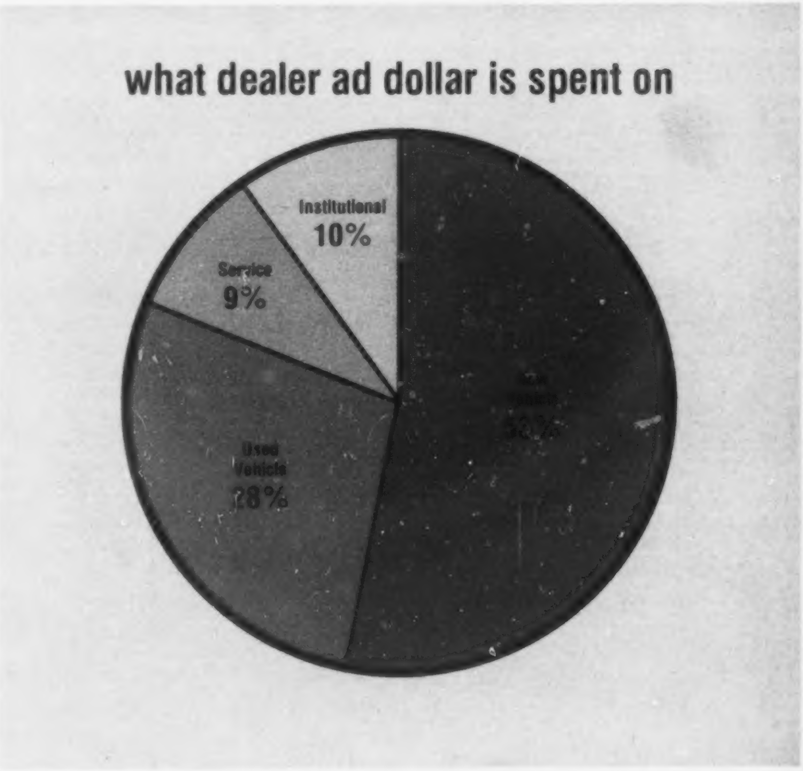
VOLVO

Milton Gravatt, manager of marketing service.

Agency: Scali, McCabe, Sloves, Inc., New York.

New-Car Dealer Advertising





LOCAL ADVERTISING BY FRANCHISED NEW-CAR DEALERS

Estimated Totals Spent in 1978 by All Dealers

By Media Used	
Newspaper (Classified)	$300 Million
Newspaper (Display)	260 Million
Radio	226 Million
Television	68 Million
Direct Mail	64 Million
Outdoor (Billboards, Signs)	30 Million
Programs (Theatre, Sports, School, etc.)	14 Million
Handouts or Handbills	6 Million
Display and Demonstrations	17 Million
Other	13 Million
TOTAL	**$998 Million**
By Type of Advertising	
New Vehicle	$524 Million
Used Vehicle	283 Million
Institutional	98 Million
Service	93 Million
TOTAL	**$998 Million**

SOURCE: NADA Economic Analysis Department

Used cars strong

Bloated prices of new cars push market near 15 million

By Richard A. Wright
Assistant Managing Editor

The used-car market was generally strong through 1979 and into the first quarter of 1980, but big gas-guzzlers were a drug on the market in the wake of continuing gasoline price increases and prices began softening in recent months.

Galloping inflation through the year ballooned prices to some extent, but for the most part, used-car prices did not keep pace with soaring new-car tags, making the older units a more attractive bargain.

In fact, in some months of 1979, average used-car auction prices were actually lower than in the same months of 1978. And in the first quarter of 1980, they were lower in each month than in 1979.

An estimated 14,720,000 used cars were sold by new and used-car dealers in 1979, the highest figure in the decade of the '70s. Of that total, franchised new-car dealers accounted for 10,220,000 and used-car dealers for 4,500,000.

The used-car market is sharply out of balance between large and small cars. While used-car prices reflect the market, new-car prices must take manufacturing costs into consideration. So the gap between hot-selling small cars and unwanted big cars is much greater for used units than for new.

Used imported economy sedans, which traditionally did not experience as much demand on the used-car market as domestic lines, are now very hot items, bringing in top dollar.

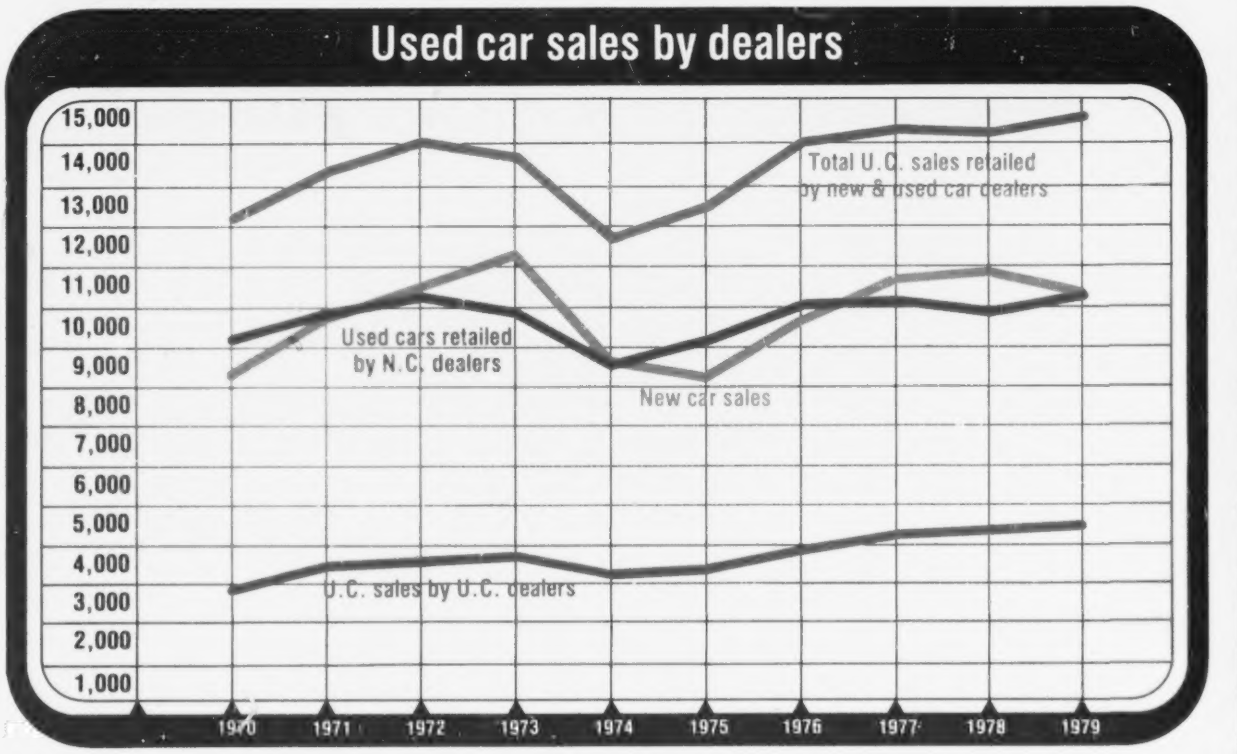
With the growth in the past decade of the used-car business, the wholesale auction has become an increasingly important aid to car dealers. In 1970, members of the National Auto Auction Assn. handled more than a million units. In 1979, they moved more than three million units.

USED VEHICLE RETAIL SALES BY NEW AND USED-CAR DEALERS

Year	New-Car Dealers	Used-Car Dealers	Total
1970	9,250,000	2,950,000	12,200,000
1971	9,960,000	3,440,000	13,400,000
1972	10,300,000	3,730,000	14,030,000
1973	9,940,000	3,890,000	13,830,000
1974	8,630,000	3,230,000	11,860,000
1975	9,140,000	3,360,000	12,500,000
1976	10,040,000	3,980,000	14,020,000
1977	10,100,000	4,290,000	14,390,000
1978	9,903,000	4,390,000	14,293,000
1979*	10,220,000	4,500,000	14,720,000

*—Estimated

SOURCE: NADA



Used car sales by dealers

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1980

March	$3,112
Feb.	3,207
Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Dec.	$1,568	June	$1,629
Nov.	1,682	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1972

Dec.	$1,293	June	$1,554
Nov.	1,345	May	1,614
Oct.	1,443	April	1,651
Sept.	1,527	March	1,643
Aug.	1,510	Feb.	1,663
July	1,525	Jan.	1,760

1971

Dec.	$1,179	June	$1,461
Nov.	1,202	May	1,436
Oct.	1,321	April	1,505
Sept.	1,346	March	1,538
Aug.	1,425	Feb.	1,740
July	1,405	Jan.	1,644

1978-79 PRICE AVERAGES BY MONTH AT AUCTIONS

1978	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1978	$7,368	$7,107	$6,599	$6,367	$5,812	$5,843	$5,886	$6,175	$6,020	$5,496	$5,749	$5,341
1977	4,961	5,053	4,784	4,996	4,940	4,940	4,761	5,004	5,256	4,557	4,349	4,403
1976	3,389	3,566	3,606	3,579	3,515	3,515	3,502	3,532	3,430	3,296	3,228	3,274
1975	2,543	2,648	2,676	2,808	2,879	2,879	2,715	2,762	2,596	2,456	2,448	2,391
1974	1,874	1,971	1,949	2,076	2,047	2,047	1,912	1,997	1,917	1,749	1,725	1,729
1973	1,459	1,560	1,520	1,617	1,578	1,578	1,499	1,476	1,468	1,322	1,274	1,265
1972	1,005	1,151	1,128	1,192	1,272	1,272	1,098	1,107	1,030	953	1,024	957
1971	845	899	1,084	985	1,082	1,082	912	928	837	834	....	....
Overall Average	$2,840	$3,048	$3,167	$3,271	$3,326	$3,172	$3,210	$3,386	$3,168	$3,139	$3,162	$3,271
1979	**Jan.**	**Feb.**	**March**	**April**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**
1979	$7,866	$7,751	$7,410	$6,270	$6,070	$6,095	$6,238	$5,663	$5,714	$5,702	$5,566	$5,608
1978	5,199	5,365	4,705	4,762	4,337	4,259	4,171	4,146	4,347	4,484	4,028	3,741
1977	4,150	4,264	3,933	3,693	3,299	3,352	3,031	3,262	3,277	3,639	3,179	3,043
1976	3,131	3,074	2,951	2,810	2,488	2,647	2,460	2,599	2,447	2,592	2,433	2,297
1975	2,347	2,427	2,217	2,140	1,927	2,011	1,897	1,938	1,867	1,727	1,870	1,828
1974	1,780	1,809	1,680	1,579	1,511	1,575	1,437	1,447	1,399	1,431	1,450	1,409
1973	1,379	1,288	1,281	1,240	1,136	1,234	985	1,110	1,106	1,147	1,106	1,120
1972	1,002	1,109	1,028	988	886	995	936	897	985	971	976	975
Overall Average	$3,373	$3,462	3,303	3,227	3,023	3,120	2,913	3,231	3,133	3,266	3,293	3,262

Who's doing what in the auto industry

By Richard A. Wright

Assistant Managing Editor

This section is a directory of the auto industry, including pictures and brief biographies of top executives, which begin on this page and are in alphabetical order, and a listing of firms in the auto industry, with addresses, phone numbers, products and top personnel.

After the Roster of Firms in the Auto Industry, which begins on Page 145, and designed for use with it, is the Dealer Buyer's Guide. This lists firms by product or service category. Details on the companies can then be found by looking them up in the Roster.

The Who's Who in the Auto Industry, which begins on this page, is a unique undertaking which puts emphasis on the people who actually run the companies and who mastermind the engineering, manufacturing, design, styling, advertising, marketing and selling of cars and trucks.

Representing the auto dealers are former presidents and current directors of the NADA.

Many important people in the industry are left out, since in a very real sense, middle management people, workers and technicians and auto dealers are all vital to the functioning of the industry. But space limitations require that we limit the list. We have tried to make the criteria for inclusion logical and reasonable.

The Roster of Firms in the Auto Industry lists companies involved in the many phases of the auto industry, in alphabetical order. Included are company names, products, addresses, phone numbers and top executives. Both the Who's Who and the Roster of Firms are updated each year in an effort to keep them as current as possible in this fast-changing industry.

Auto Industry Associations

AEA SERVICE DIVISION OF ASIA, 444 N. Michigan Ave., Chicago, Ill. 60611. Colman O'Shaughnessy, Manager.

AOT, INC., P.O. Box 1742, Midland, Mich. 48640. Executive Vice-President and General Manager, Dorothy M. Ross.

AMERICAN ASSN. FOR AUTOMOTIVE MEDICINE, P.O. Box 222, Morton Grove, Ill. 60053. Executive Secretariat: Health & Safety Associates, Inc.

AMERICAN AUTOMOBILE ASSN., 8111 Gatehouse Rd., Falls Church, Va. 22047. President, J. B. Creal.

AMERICAN BUS ASSOCIATION, 1025 Connecticut Ave., N.W., Washington, D.C. 20036. President, Arthur D. Lewis.

AMERICAN IMPORTED AUTOMOBILE DEALERS ASSN., 1220 19th St., N.W., Washington, D. C. 20036. President, Robert M. McElwaine.

AMERICAN PETROLEUM INSTITUTE, 2101 L St., N.W., Washington, D. C. 20037. President, Chas. J. Di Bona.

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Cranbrook Centre, 30233 Southfield Rd., Suite 101B, Southfield, Mich. 48076. President, Clayton E. Anderson.

AMERICAN TRUCKING ASSNS., INC., 1616 P St., N. W., Washington, D. C. 20036. President, Bennett C. Whitlock Jr.

AUTOMOBILE IMPORTERS OF AMERICA, INC., 1735 Jefferson Davis Hwy., Suite 1002, Arlington, Va., 22202. President, George C. Nield.

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 10800 N. Military Trail, Suite 222, Palm Beach Gardens, Fla. 33410. Executive Vice-President, Mel Steinbrenner.

AUTOMOTIVE BOOSTER CLUBS INTERNATIONAL, INC., 4902 Tollview Dr., Rolling Meadows, Ill. 60008. Executive Vice-President, James E. Bates, CAE.

AUTOMOTIVE DISMANTLERS AND RECYCLERS OF AMERICA, 1000 Vermont Ave., N.W., Suite 1200, Washington, D. C. 20005. Russell F. McKinnon, Executive Vice-President.

AUTOMOTIVE ENGINE REBUILDERS ASSN., 1238 Waukegan Rd., Glenview, Ill. 60025. Executive Vice-President, James H. Templin.

AUTOMOTIVE FINANCE ASSOCIATION, P.O. Box 1710, Miami, Fla. 33101. Director, Daniel J. Lino.

AUTOMOTIVE INDUSTRIES ASSN. OF CANADA, 1306 Wellington St., Room 305, Ottawa, K1Y 3B2, Ontario, Canada. Executive Vice-President, T. H. Whellams. Phone: 728-5821.

AUTOMOTIVE INFORMATION COUNCIL, Suite 105, 28333 Telegraph Rd., Southfield, Mich. 48034. President, Ronald H. Weiner.

AUTOMOTIVE PARTS AND ACCESSORIES ASSOCIATION, 1025 Connecticut Ave., N.W., Washington, D.C. 20036. President, Julian C. Morris.

AUTOMOTIVE PARTS MANUFACTURERS' ASSN., of Canada, 55 York St., Suite 402, Toronto, Ontario, Canada M5J 1R7. P. Lavelle, President.

AUTOMOTIVE PARTS REBUILDERS ASSN., 6849 Old Dominion Dr., McLean, Va. 22101. Lawrence P. Mutter, Executive Vice-President.

AUTOMOTIVE SERVICE COUNCILS, INC., Suite 112, 188 Industrial Dr., Elmhurst, Ill. 60126. George W. Merwin III, Executive Vice-President.

AUTOMOTIVE SERVICE INDUSTRY ASSN., 444 N. Michigan Ave., Chicago, Ill. 60611. Executive Vice-President, J. W. Nerlinger.

AUTOMOTIVE WAREHOUSE DISTRIBUTORS ASSN., INC., 1719 West 91st. Place, Kansas City, Mo. 64114. President, Martin Fromm.

BATTERY COUNCIL INTERNATIONAL, 111 East Wacker Dr., Chicago, Ill. 60601. Executive Secretary, Chas. R. Hockenberry.

CAR CARE COUNCIL, 17000 Executive Plaza, Dearborn, Mich. 48126. General Manager, Arthur H. Nellen Jr.

DIESEL AUTOMOBILE ASSN., 801 W. 181st St., New York, N. Y. 10033. President, Robert Gibbons

EQUIPMENT AND TOOL INSTITUTE, 1545 Waukegan Rd., Glenview, Ill. 60025. Executive Manager, Donn R. Proven.

HORSELESS CARRIAGE CLUB OF AMERICA, 9031 E. Florence Ave., Arrington Square, Downey, Calif. 90240. Executive Secretary, Marian Welch.

INDEPENDENT BATTERY MANUFACTURERS ASSN., INC., 100 Larchwood Drive, Largo, Fla. 33540. Executive Secretary, Dan A. Noe.

INTERNATIONAL MOBILE AIR CONDITIONING ASSN., INC., P.O. Box 567, Lansdale, PA. 19446. Executive Director, Stanley A. Rodman. Phone: 215/368-6766.

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 222 Cedar Lane, Teaneck, N. J. 07666. President, William A. Raftery.

MOTOR VEHICLE MANUFACTURERS ASSN. OF THE U. S., INC., 300 New Center Bldg., Detroit, Mich. 48202. President and Chief Executive Officer, V. James Adduci.

NATIONAL ASSN. OF FLEET ADMINISTRATORS, INC., 295 Madison Ave., New York, N. Y. 10017. Executive Director, Robert J. Berke.

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, INC. (NASCAR), P. O. Box K, Daytona Beach, Fla. 32015. President, Bill France Jr.; Vice-President and Secretary, James C. France.

NATIONAL AUTO AUCTION ASSN., 5701 Russell Dr., P.O. Box 29100, Lincoln Neb. 68529. Executive Secretary, Bernard Hart.

NATIONAL AUTOMOBILE DEALERS ASSN., 8400 Westpark Dr., McLean, Va. 22101. President, George Irvin; Executive Vice-President, Frank E. McCarthy.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., Suite 388, 23777 Greenfield Rd., Southfield, Mich. 48075. Executive Vice-President and General Manager, Douglas W. McGiveron.

NATIONAL AUTOMOTIVE PARTS ASSN., Suite 1129, Parklane Towers West, Dearborn, Mich. 48126. Vice-President, General Manager, Frank J. Lipford.

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSN., 3700 National Dr., Suite 208, Raleign, N. C. 27612. Executive Director, Dan C. Ray II.

NATIONAL TIRE DEALERS AND RETREADERS ASSN., INC., 1343 L St., N. W., Washington, D. C. 20005. Executive Vice-President, Philip P. Friedlander.

NATIONAL TRUCK LEASING SYSTEM, One North Wacker Dr., Chicago, Ill. 60606. Executive Vice-President, T. W. H. Miller.

NATIONAL WHEEL AND RIM ASSN., 4836 Victor St., Jacksonville, Fla. 32207. Executive Vice-President, Bryan W. Lewis.

PRODUCTION ENGINE REMANUFACTURERS ASSN., 1800 N. Argyle Ave., Suite 510, Hollywood, Calif. 90028. Executive Vice-President, Alvin P. Bean.

PUBLIC RELATIONS DEPT. OF THE AMERICAN PETROLEUM INSTITUTE, 2101 L St., N.W., Washington, D. C. 20037. Manager of Print Media, Earl A. Ross.

RECREATION VEHICLE INDUSTRY ASSN., 14650 Lee Road, P.O. Box 204, Chantilly, Va. 22021. President, David J. Humphreys.

RUBBER MANUFACTURERS ASSN., 1901 Pennsylvania Ave., N. W., Washington, D. C. 20006. President, Malcolm R. Lovell Jr.

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 400 Commonwealth Dr., Warrendale, Pa. 15096. General Manager, Joseph Gilbert.

SEMA (Specialty Equipment Market Assn.), 11540 E. Slauson Ave., Whittier, CA 90606. Executive Director, Dick Wells. Phone: 213/692-9402, 213/723-3021.

TRUCK BODY AND EQUIPMENT ASSN., INC., The Chevy Chase Bldg., 5530 Wisconsin Ave., Suite 1220, Washington, D. C. 20015. President, Berkley C. Sweet; Vice-President, Stanley J. Haransky.

TRUCK TRAILER MANUFACTURERS ASSN., INC., 2430 Pennsylvania Ave., N. W., Washington, D. C. 20037. President, Charles J. Calvin.

HIGHWAY USERS FEDERATION FOR SAFETY AND MOBILITY, 1776 Massachusetts Ave., N. W., Washington, D. C. 20036. President, Peter G. Koltnow.

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4-door Ferrari

A first from Pininfarina

First four-door Ferrari ever, the Pinin was displayed at the Turin Motor Show by Pininfarina. The car is powered by the Ferrari Boxer flat-12 engine, mounted in front. Smoked-glass windows are fitted to mask the framework and pillars. The Pinin also features special lighting systems, sophisticated electronics and an on - board computer. Story and other pictures on Page 2.

Makers oppose 35-40 MPG for 1995; DOE backs away

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Predictably, the domestic auto industry told the Senate Energy Committee last week that it wanted no part of a 40 MPG—or even a 35 MPG—CAFE for 1995 models.

Not so predictably, the Energy Department, which had been expected to endorse the bill proposed by Washington Democratic Senators Henry Jackson and Warren Magnuson, did not do so.

Instead, DOE stressed the importance of using new technology and further study of the effects on the industry of further regulation.

The story here is that at the last moment, the White House Office of Management and Budget pulled rank on DOE to bring it into line with the new policy direction at the Transportation Department—one of trying to work more closely with the ailing auto industry.

DOT Deputy Secretary William J. Beckham said DOT reserved the right to set its own post-1985 standards, but the outcome must await the auto industry study due next January. This is the big-look study—the so-called nine month study — which Secretary Neil Goldschmidt is still looking for a guru from outside to head.

Almost all witnesses—excepting American Motors—found 40 MPG or 35 MPG by 1995 to be technologically feasible. The wide ranging discussion was about the state of the auto industry, whether it needed direct help via taxes or depreciation or loans and whether these should be tied to the making of super-efficient vehicles.

Jackson repeatedly stressed he was not out to hurt the industry but to help it, saying that the current standards had indeed helped to move the domestic companies toward cars that could compete with imports, and without CAFEs the industry would be in even worse shape.

All Senators present were acutely aware of Chrysler's plight and Ford's worsening situation, not to mention the adverse trade imbalance in both oil and autos.

But there was, nonetheless, a lot of sentiment for sending that signal to Detroit, with 15 years leadtime, to make the cars Americans are buying. The old question of whether it is better to spend billions to develop cheaper synthetic fuels (20 years away) or to spend billions to help Detroit companies have modern plants and products competitive with the Japanese was raised (perhaps only 10 years away).

• Inevitably, the Detroit products were compared with the Volkswagen diesel, already at 40 MPG, and other VW prototype test cars with 60 to 75 MPG. The recurrent theme was that it was better to save a barrel of oil than to produce or buy one, and the emphasis was that the auto accounts for 40 percent of the oil used in the U. S.

The Jackson-Magnuson package—which will be the subject of further hearings this month by the Senate Commerce Committee—also includes mandating

Continued on Page 57, Col. 1

Michigan loan eases Chrysler cash crisis

By Richard A. Wright
Assistant Managing Editor

DETROIT.—A relaxed and obviously pleased Lee A. Iacocca told the press here last week that "things look good" as the Chrysler Corp. chairman announced that the State of Michigan had come through with a $150 million loan.

"We're very close to the end zone," he said, adding that "this is the first money we've seen. We've had a lot of commitments, but the State of Michigan is the first to give us cash."

It had earlier been rumored that Michigan would loan only $65 million, but it went for the full $150 million.

At presstime, the Chrysler Loan Guarantee Board was believed to be near approval of $1.5 billion in loan guarantees. Approval was delayed because a "few items" were still pending.

Treasury Secretary G. William Miller, chairman of the Chrysler Loan Guarantee Board, said the negotiations would be finished by Friday or Saturday (May 2 or 3), allowing the board to meet "the timetable laid down by Chrysler."

Miller said he thought the 1981 K-body cars which Chrysler will introduce this fall "will be a very strong entry." Without the loan guarantees, Chrysler

Continued on Page 61, Col. 4

NEWSPAPER

U. S. dealer total cut by peak 258 in first quarter

By John K. Teahen Jr.
Managing Editor

January - March was another extremely difficult period for the domestic new-car dealer population. The first quarter resulted in a decline of 258 outlets, the latest AUTOMOTIVE NEWS census discloses.

The census found 23,121 establishments in operation on April 1, compared with 23,379 at the beginning of this year.

It was the biggest first-quarter loss in the 19 years that AUTOMOTIVE NEWS has been compiling dealer totals on a quarterly basis.

And it was the third biggest loss of any quarter in that 19-year period. Only the third quarter of last year, with 330 departures, and the third quarter of 1970, with 287, were higher.

Chrysler Corp. and Ford Motor Co. accounted for almost all of the quarterly decline. General Motors showed a slight drop, and American Motors ran counter to the industry trend by posting a gain.

Chrysler's total slipped by 152 outlets, and Ford Motor was off 97. GM had 30 fewer dealers than at the beginning of the year, and AMC reported a rise of 36.

That's an aggregate dip of 243. The total was increased to 258 by a change in the number of intercorporate duals, principally AMC links with Big Three makes.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

The first-quarter drop of 258 outlets followed a decline of 672 for the entire year of 1979. Barring a sudden—and unexpected—reversal of the trend, 1980 could be a worse year for the dealer body than 1979, and 1979 was the roughest since 1970.

Stated simply, the present downturn can be summed up in a single word—money.

Sales are depressed so there's not enough cash coming in. Expenses—especially interest rates—are sky high so there's too much money going out. The combination has caused hundreds of dealers to give up the struggle.

It remains to be seen how much the floor-planning assistance now offered by the Big Three will affect the situation.

The latest dip of 258 outlets was exactly three times as stiff as last year's first quarter when the drop was 86.

Indeed, the current succession of staggering losses didn't set in until July of last year. There was a decline of 330 establishments in the third quarter, another 209 in the fourth and now 258.

And the decimation probably would have been greater were it not for the fact that about

Continued on Page 58, Col. 1

U. S. CAR OUTLETS

	April 1, 1980	Jan. 1, 1980
American Motors	1,737	1,701
Chrysler Corp.	4,267	4,419
Ford Motor Co.	6,417	6,514
General Motors	11,395	11,425
Totals	23,816	24,059
Minus Intercorp. Duals	695	680
NET OUTLETS	23,121	23,379

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breaking news

GM dealer incentive money on the way

DETROIT.—General Motors is planning to release special money to its car divisions which will be passed along to dealers to aid slow-moving cars. Consumer rebates are out. GM feels they wouldn't be effective. It's advising price reductions, most likely in the form of wholesale incentive programs.

Volvo and Saab factories closed

STOCKHOLM. — A general labor strike and a corresponding lockout in Sweden have shut down Volvo and Saab factories. In a lingering dispute over wages, 100,000 unionists called a general strike. Lockouts idled another 750,000. Interruption in shipments from Sweden have shut down the Saab assembly plant in Finland as well.

Post-strike truck output accelerating at IH

CHICAGO. — Although some small-scale picketing crimps output here and there, International Harvester truck production is running about 200 units a day, officials said at the announcement of the firm's plans for a science and technical

See BREAKING NEWS, Page 63, Col. 1

Biggest loss on record for period

Domestic dealer total down 258 for quarter

Continued from Page 1

half of the domestic dealers also handle an import, either captive or independent. There's little question that their import lines are helping keep a lot of domestic dealerships afloat.

Franchise counts for the Big Three paralleled the dealership dropoffs in the first quarter—heavy for Chrysler Corp. and Ford Motor and light for GM.

There was a first-quarter decline of 107 franchises for the Chrysler car line, 84 for Plymouth and 76 for Dodge. The Ford car franchise total was down 61; Mercury was off 43, and Lincoln dipped by 35.

At GM, there were no changes in the totals for Buick and Cadillac. Oldsmobile was down 5; Pontiac dropped by 10 and Chevrolet by 20.

The gain for American Motors continued a success story that began in the fourth quarter of 1977. Since that time, the AMC dealer total has gone up in eight of the 10 quarters. It now stands at 1,737, the highest since the summer of 1976.

In the first quarter, AMC added 36 outlets, its best quarterly performance since the summer of 1969.

During its recent upsurge, AMC usually has gained by dualing with existing Big Three dealerships, which doesn't add anything to the domestic industry's dealer total. This time, the 36-outlet increase included only 13 duals, which meant an overall boost for the domestic industry's battered ranks.

AMC now has 681 duals with Big Three makes of cars, compared with 668 on Jan. 1.

For Chrysler Corp., the first-quarter decline of 152 outlets was the steepest for that period in the 19 years for which such records are available. A year ago, the decline was 47 for the quarter.

Chrysler had 4,267 car dealers on April 1, compared with 4,419 at the beginning of the year. Since last July 1, the troubled corporation has lost 443 dealers.

Franchise counts on April 1 of this year were Chrysler, 2,964; Plymouth, 2,709, and Dodge, 2,568.

In addition to its 4,267 car dealers, Chrysler has 10 that handle only Dodge trucks and four that are carried on the books as "DeSoto exclusives." The 14 are omitted from the corporate car-dealer total, and the 10 truck-only points are omitted from the Dodge car total.

- In recent years, Ford Motor's dealer total has been the most stable of the Big Three, but the first quarter was a bad one. The company showed a decline of 97 outlets, its biggest quarterly downturn in the 19 years that AUTOMOTIVE NEWS has been making quarterly counts.

Last year, Ford lost only 20 outlets in the first quarter.

Current franchise totals are: Ford, 5,426; Mercury, 2,892, and Lincoln, 1,577.

Ford Motor, like Chrysler, has some dealerships that do not handle cars. There are 90 of them, and they stock only Ford heavy-duty trucks. Those locations are excluded from both the corporate dealer count and the Ford Division franchise total.

The GM first-quarter dropoff of 30 dealerships was lighter than might have been expected, but it was still three times as high as the 10-outlet dip in the year-ago period.

GM counted 11,395 car dealerships on April 1, compared with 11,425 on Jan. 1.

Franchise totals at the beginning of the second quarter were: Chevrolet, 5,855; Oldsmobile, 3,310; Pontiac, 3,210; Buick, 3,050, and Cadillac, 1,630.

Looking back a year, the current domestic dealer total of 23,121 is down 844 from the 23,965 in business on April 1, 1979.

In the 12-month period, there have been declines of 472 for Chrysler Corp., 202 for Ford Motor and 160 for GM. AMC is up 70. That's an aggregate drop of 764. There are 80 more intercorporate duals than there were a year ago, thus the net decline is 844.

FRANCHISE TOTALS

	April 1, 1980	Jan. 1, 1980
AMERICAN MOTORS	1,737	1,701
CHRYSLER CORP.		
Chrysler	2,964	3,071
Dodge	2,568	2,644
Plymouth	2,709	2,793
FORD MOTOR CO.		
Ford	5,426	5,487
Lincoln	1,577	1,612
Mercury	2,892	2,935
GENERAL MOTORS		
Buick	3,050	3,050
Cadillac	1,630	1,630
Chevrolet	5,855	5,875
Oldsmobile	3,310	3,315
Pontiac	3,210	3,220

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